

Federal Computer Week

PRINT
ONLINE
EVENTS
CUSTOM MEDIA
RESEARCH
1105 GOVERNMENT
Information Group

The Policy and Management Authority for Government

Frequency: 33 issues in 2009

The Mission: *Federal Computer Week* focuses on the business value of technology in government. It provides information decision-makers need to run the business of their agencies and deliver on their missions through the deployment of information technology.

Editorial Formula:

- + Top-level focus on agency missions, programs, policies and business cases for IT
 - + Business best practices, creating accountability, measurability, transparency and managing people
 - + Procurement strategies, technology solutions and good management techniques and practices
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- = Managing technology in government to deliver business results

Reach: 90,091

- 45.0% C-Level/executive/command/admin/ops Mgt
- 24.8% Computer/communications/network mgt
- 5.9% Technical/engineering/R&D mgt
- 4.6% Procurement/contracting mgt
- 1.8% Personnel/training mgt
- 2.0 % Sale/marketing mgt
- 5.9% All Other titled personnel

Source: December 2008 BPA Statement

Readership:

- *Federal Computer Week* has an average issue audience of 283,789, with a 1.7 pass-along rate
- 82% of subscribers read the publication regularly (3 out of 4 issues)
- Subscribers spend an average of 49 minutes reading an issue
- 94% of subscribers plan to renew their subscriptions

Source: 2007 Federal Computer Week Editorial Readership Survey



Dynamic Platform of Online Marketing Opportunities

FCW.com

Unique monthly visitors: 142,901
Monthly page views: 370,560

Source: Omniture Site Catalyst, January 2009

E-mail Newsletters

- FCW Daily (daily, 80,000 subscribers)
- FCW Government 2.0 (monthly, 45,000 subscribers)

Source: Publisher's Own Data, June 2009

Plus, leverage the strength across 1105 Government Information Group market-leading brands for targeted impact with:

- Defense Systems IT Report (weekly, 70,000 subscribers)
- Homeland Security IT Report (weekly, 50,000 subscribers)
- Networking IT Report (biweekly, 20,000 subscribers)
- Security IT Report (weekly, 50,000 subscribers)
- State and Local IT Report (biweekly, 45,000 subscribers)
- Green IT Report (biweekly, 40,000 subscribers)
- Government Training Report (monthly, 45,000 subscribers)

NEW IN 2009...Key Topic Targeting

1105 Government Information Group can now offer more topics—allowing government IT marketers the ability to tap into 80% more inventory surrounding the same topic specific content.

- Authentication/Identity Mgt.
- Contracts
- Federal Agency
- Procurement
- Telework
- Virtualization
- Mobile and Wireless
- Defense
- Green IT
- Information Assurance
- Homeland Security
- HR