

The Technology Authority for Government

Frequency: 26 issues in 2009

The Mission: GCN is the technology authority for government and focuses on how to buy, build and manage the technologies that run government. It covers how government agencies integrate, implement and manage technology; technology developments that impact IT programs, projects, purchasing and compliance issues; and the tools, products and solutions required to achieve agency missions.

Editorial Formula:

- + How government agencies are integrating, implementing and managing technology
 - + Technology developments impacting IT programs/projects and purchasing/compliance issues
 - + Tools/products/solutions: labs, reviews, RFP essentials, case studies
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- = Effective deployment of IT budgets to achieve agency missions

Reach: 90,000

- 40.5% Exec/command/Agency mgt (C-Level)/program/project mgt/admin/ops/logistics mgt
- 33.0% Executive/senior IT/IS mgt/IT/systems/network mgt
- 18.6% Data comm./telecomm mgt/software/applications/development/programming mgt/technical/R&D/engineering/scientific mgt
- 3.0% Procurement/purchasing/acquisition mgt
- 4.9% Personnel/training/education mgt/other

Source: December 2008 BPA Statement



Engaged Readers:

- 59% of readers said the advertising in GCN is educational and important to the publication
- 49% discussed an article with a colleague
- 47% visited an advertiser's Web site after seeing an ad
- 41% referred an article by passing along a copy of the issue with an average pass along rate of 3.0 = 270, 000 audience.

Source: 2008 GCN Buying Study

Dynamic Platform of Online Marketing Opportunities

GCN.com

Unique monthly visitors: 118,940

Monthly page views: 322,238

Source: Google Analytics, April 2009

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. | • Telework | • Green IT |
| • Contracts | • State and Local | • Information Assurance |
| • Federal Agency | • Technology | • Homeland Security |
| • Procurement | • Defense | • HR |

E-mail Newsletters

- GCN Daily Update (daily, 80,000 subscribers)
- GCN Lab News and Reviews (biweekly, 35,000 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)