

The National Magazine for Government Contractors

Frequency: 12 issues in 2009

The Mission:

Washington Technology reports on the business of delivering technology and services to government. It covers government programs, technologies and spending priorities; preparing for new applications and mandates; business, people and management issues, including the competitive environment, mergers & acquisitions, the integrator community; and technology case studies and trends that impact government contractors.

Editorial Formula:

- + Government programs, technologies and spending priorities; how to prepare for new applications and mandates
- + Business, people and management issues, including competitive environment, mergers & acquisitions, integrator community
- + Technology case studies and trends that impact government contractors
- = Managing the business of delivering technology and services to the government market

Reach: 40,100

- 55.0% Senior executive/corporate mgt/program/project mgt
- 16.8% Technical mgt
- 16.9% Systems analyst/solutions architect/engineering mgt
- 11.3% Procurement/capture/business development/sales/teaming/alliance mgt

Source: December 2008 BPA Statement

Readership:

- *Washington Technology* has an average issue audience of 128,320 with a 2.2 pass-along rate
- 85% of subscribers read the publication regularly (3 out of 4 issues)
- Subscribers spend an average of 45 minutes reading an issue
- 98% of subscribers plan to renew their subscriptions

Source: 2007 *Washington Technology* Editorial Readership Survey



Dynamic Platform of Online Marketing Opportunities

WashingtonTechnology.com

Unique monthly visitors: 79,783
Monthly page views: 280,583

Source: Omniture Site Catalyst, January 2009

E-mail Newsletters

- WT News Watch (daily, 65,000 subscribers)
- Daily News Alert (reach decision-makers on the go; formatted for easy, daily viewing on virtually any Internet-enabled mobile device; spotlights breaking stories)

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
- Telemarketing
- State and Local
- Technology
- Defense
- Green IT
- Information Assurance
- Homeland Security
- HR

