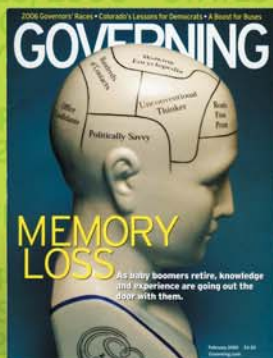


# GOVERNING

“THE RESOURCE FOR STATES AND LOCALITIES”



MEDIA KIT 2007



# GOVERNING – the power to influence.\*

## BE SEEN AND HEARD

**GOVERNING** delivers your messages directly to the leaders who matter most. If you're selling a product or service, establishing your brand, negotiating a public/private partnership or promoting an idea, there is no better way to motivate the right people to take action. State, city and county leaders read, respect and rely on **GOVERNING** above all other sources for independent, intelligent analysis on a broad array of public policy issues such as transportation, information technology, homeland security, education, health care, finance, energy and the environment.

## REACH TOP PURCHASING AND POLICY DECISION MAKERS

**GOVERNING's** expansive, integrated resources maximize the impact and credibility of your advertising, sponsorships and customized projects.

**GOVERNING**

**GOVERNING.com**

**GOVERNING.com Newsletters**

**GOVERNING Live Conferences**

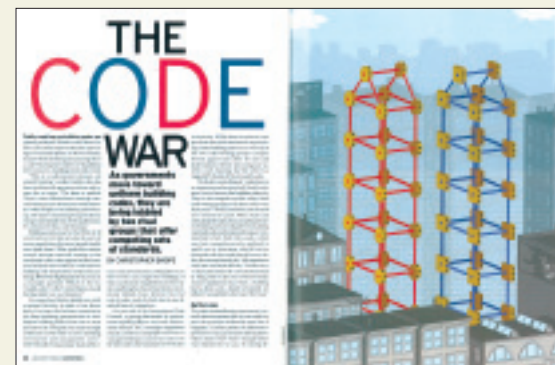


MORE CLOGGED, STATE EXPERTS BEGIN TO LOOK FOR CREATIVE SOLUTIONS. *The Kansas City Star*, June 22, 2006 \* STATES SCRAMBLE TO FOLLOW FEDERAL MEDICAID ID LAW. *Stateline.org*, June 20, 2006 \* STATES STEPPING IN WHERE THEY SEE FEDS FALTER. *Washington Post*, Sept. 13, 2005 \* NEW YORK SENATOR SCHUMAN CALLS ON FEDS TO INCREASE NYC'S SHARE OF SECURITY FUNDING. *US Federal News*, June 7, 2006 \* FLORIDA GOVERNOR BUSH SIGNS BILL FOR ENERGY REBATES. *Sun-Sentinel*, June 20, 2006 \* STATES RUSH IN WHERE THE FEDS FEAR TO TREAD. *Washington Post*, Sept. 13, 2005 \* MINNESOTA & WISCONSIN LAWMAKERS URGE THE GOVERNMENT TO RESOLVE DELAYS ON WIND ENERGY. *In-Forum News*, June 20, 2006 \* MONTANA RETURNS HAZE PROGRAM TO FEDERAL GOVERNMENT DUE

INFORM, EDUCATE AND COMPEL THE RIGHT PEOPLE

- \* \$2.5 trillion state and local market<sup>+</sup>
- \* 85,000 devoted subscribers
- \* 63% of **GOVERNING** subscribers take action from seeing advertising<sup>++</sup>

SOURCE: + U.S. CENSUS BUREAU  
++ ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005



# GOVERNING delivers the power elite.\*

## A BALANCED MIX OF TOP-TIER MANAGERS AND POLICY MAKERS

GOVERNING's loyal readers hold a range of executive and legislative titles, but they all share the same pressures to make the right choices – from forming a policy to choosing a business partner to making a purchase – and that's why they rely on GOVERNING.

GOVERNING is the most trusted source for guidance among the power elite. Whether elected leaders, their top-level appointees or career managers, GOVERNING is the #1 choice for decision makers who want the latest information.

### HIGHLY QUALIFIED LEADERS

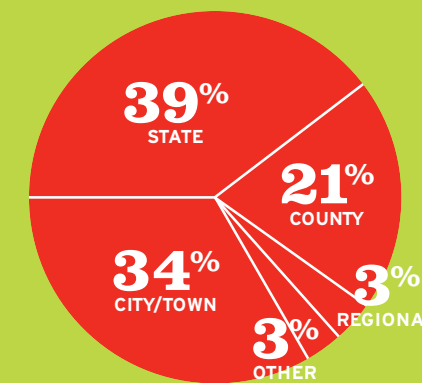
- Governors, Mayors, County Executives
- COOs, CFOs, CIOs, CTOs, CSOs
- Attorneys General, Legislators, Council Members, Commissioners
- Agency Heads, Administrators, Directors



AS NATION'S HIGHWAYS BECOME MORE CLOGGED, STATE EXPERTS BEGIN TO LOOK FOR CREATIVE SOLUTIONS. *The Kansas City Star*, June 22, 2006 \* STATES SCRAMBLE TO FOLLOW FEDERAL MEDICAID ID LAW. *Stateline.org*, June 20, 2006 \* STATES STEPPING IN WHERE THEY SEE FEDS FALTER. *Washington Post*, Sept. 13, 2005 \* NEW YORK SENATOR SCHUMAN CALLS ON FEDS TO INCREASE NYC'S SHARE OF SECURITY FUNDING. *US Federal News*, June 7, 2006 \* FLORIDA GOVERNOR BUSH SIGNS BILL FOR ENERGY REBATES. *Sun-Sentinel*, June 20, 2006 \* STATES RUSH IN WHERE THE FEDS FEAR TO TREAD. *Washington Post*, Sept. 13, 2005 \* MINNESOTA & WISCONSIN LAWMAKERS URGE THE GOVERNMENT TO RESOLVE DELAYS ON WIND ENERGY. *In-Forum News*, June 20, 2006 \* MONTANA RETURNS HAZE PROGRAM TO

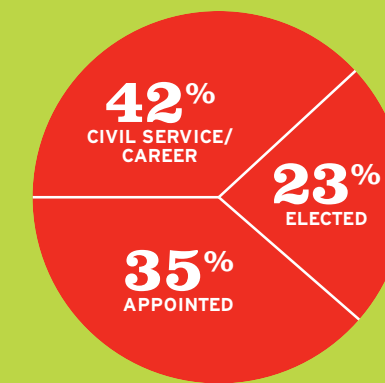
## \* Highly Educated and Experienced Readership

Level of Government



SOURCE: JUNE 2006 BPA STATEMENT

Officials Who Are



SOURCE: PUBLISHER'S DATA

**97%**  
ATTENDED  
OR GRADUATED  
COLLEGE

**59%**  
HAVE EARNED AN  
ADVANCED DEGREE  
OR STUDIED  
AT POST-GRADUATE  
LEVEL

**78%**  
HAVE SPENT  
17 OR MORE YEARS  
IN PUBLIC SERVICE

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005



# Policy Makers – the real **power brokers**\* in government.

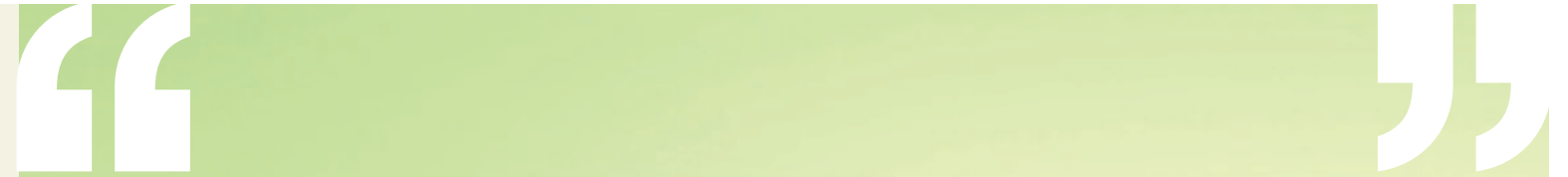
Policy determines the direction of laws and regulations and, consequently, trends in purchasing. **GOVERNING** not only is the premier policy and management magazine serving states and localities, it's essentially the only national publication leaders look to for informed analyses of key issues.

States are taking the lead in policy initiatives, from tighter emissions standards for cars and utilities, to more stringent regulation of banks and insurance companies, to initiatives for stem cell research. Many of these state initiatives already have resulted in changes nationwide.

## INFLUENTIAL EXPERTS

- 77%** Have policy making power
- 47%** Made a speech/served as a panelist
- 45%** Quoted in the media
- 40%** Drafted, influenced, sponsored or worked for legislation
- 39%** Served on government advisory committee
- 23%** Testified at a government hearing

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005



AS NATION'S HIGHWAYS BECOME MORE CLOGGED, STATE EXPERTS BEGIN TO LOOK FOR CREATIVE SOLUTIONS. *The Kansas City Star*, June 20, 2006 \* STATES SCRAMBLE TO FOLLOW FEDERAL MEDICAID ID LAW. *Stateline.org*, June 20, 2006 \* STATES STEPPING IN WHERE THEY SEE FEDS FALTER. *Washington Post*, Sept. 13, 2005 \* NEW YORK SENATOR SCHUMAN CALLS ON FEDS TO INCREASE NYC'S SHARE OF SECURITY FUNDING. *US Federal News*, June 7, 2006 \* FLORIDA GOVERNOR BUSH SIGNS BILL FOR ENERGY REBATES. *Sun-Sentinel*, July 13, 2006 \* STATES RUSH IN WHERE THE FEDS FEAR TO TREAD. *Washington Post*, Sept. 13, 2005 \* MINNESOTA & WISCONSIN LAWMAKERS URGE THE GOVERNMENT TO RESOLVE DELAYS ON WIND ENERGY. *In-Forum News*, June 20, 2006 \* MONTANA RETURNS HAZE PROGRAM TO

## THE POWERS THAT BE

\* **Policy is to government what business strategy is to corporations.**

- 80%** Have the power to initiate, review, plan, recommend and approve expenditures
- 75%** Involved in any budgeting/purchasing
- 63%** Involved in budgeting/budget planning
- 47%** Involved in purchasing/procurement
- 45%** Involved in contract review

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005



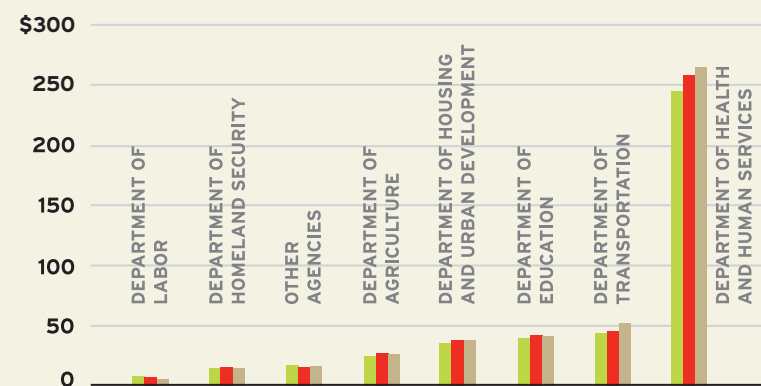


# The State and Local Market – adds up to **purchasing** power.\*

As Washington continues to push more responsibilities and resources to the states, cities and counties, state and local executives and legislators look to **GOVERNING** for guidance – and for the information from potential business partners to help provide solutions. It's no surprise that states and localities are driving the spending for some of the largest initiatives and brokering sophisticated deals for solutions in the areas of technology, finance, transportation, energy and health care.

## FEDERAL DOLLARS BOOST STATE AND LOCAL BUDGETS

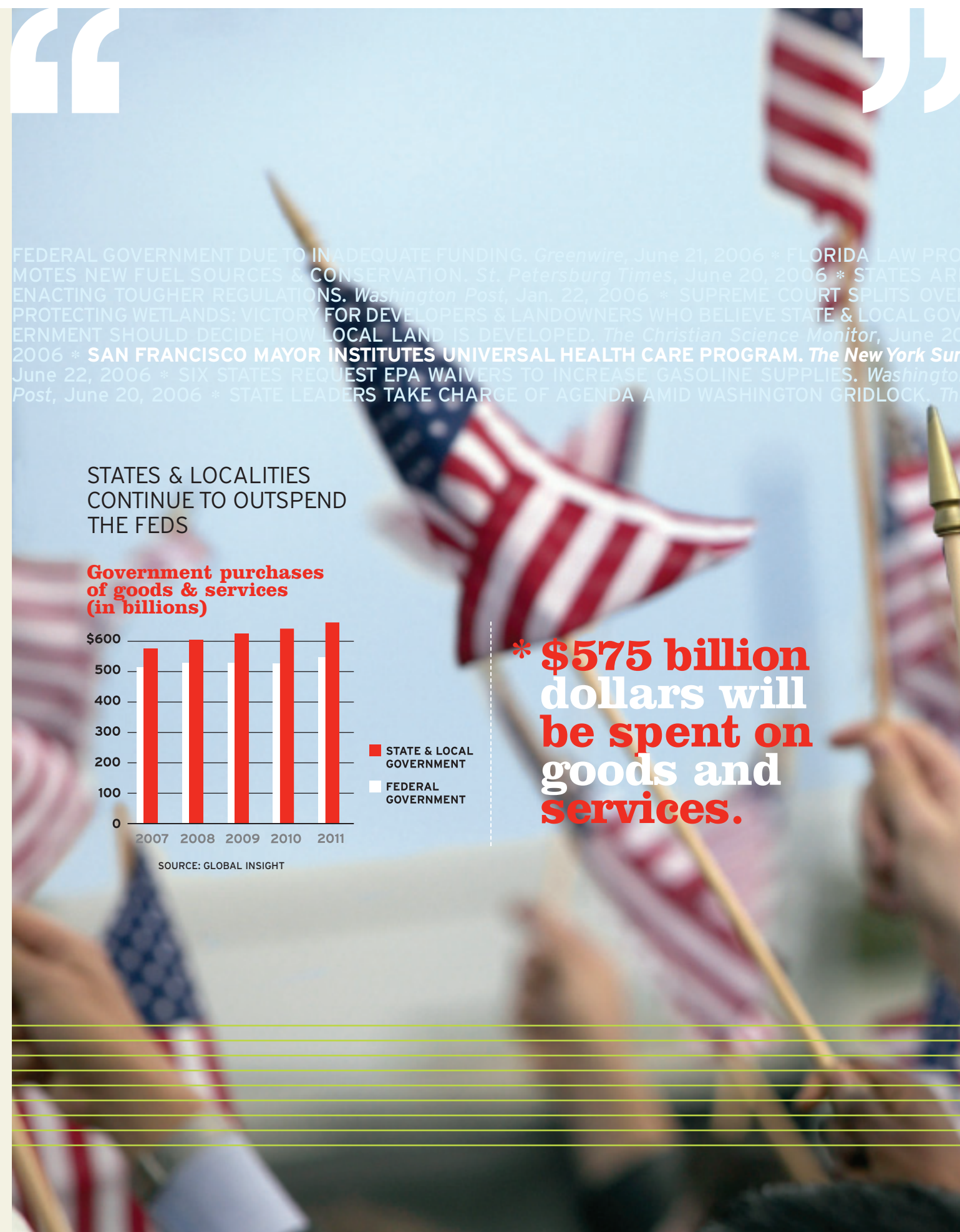
### Federal outlays for grants to state and local governments (in billions)



SOURCE: ANALYTICAL PERSPECTIVES, BUDGET OF THE U.S. GOVERNMENT, FY 2007

### \* Federal outlays for grants to state and local governments projected at **\$459 billion**.

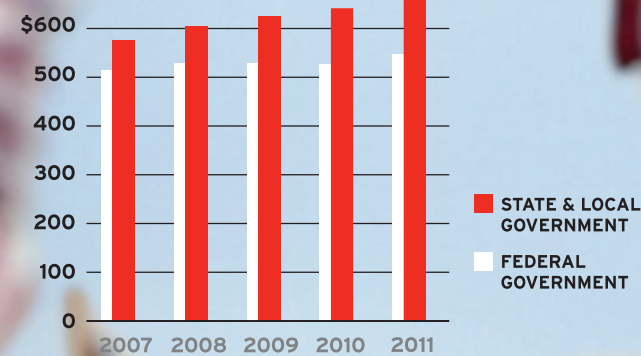
- \$426.2 FY 2005 (ACTUAL)
- \$449.3 FY 2006 (ESTIMATE)
- \$459.0 FY 2007 (ESTIMATE)



FEDERAL GOVERNMENT DUE TO INADEQUATE FUNDING. *Greenwire*, June 21, 2006 \* FLORIDA LAW PROMOTES NEW FUEL SOURCES & CONSERVATION. *St. Petersburg Times*, June 20, 2006 \* STATES ARE ENACTING TOUGHER REGULATIONS. *Washington Post*, Jan. 22, 2006 \* SUPREME COURT SPLITS OVER PROTECTING WETLANDS: VICTORY FOR DEVELOPERS & LANDOWNERS WHO BELIEVE STATE & LOCAL GOVERNMENT SHOULD DECIDE HOW LOCAL LAND IS DEVELOPED. *The Christian Science Monitor*, June 20, 2006 \* **SAN FRANCISCO MAYOR INSTITUTES UNIVERSAL HEALTH CARE PROGRAM.** *The New York Sun*, June 22, 2006 \* SIX STATES REQUEST EPA WAIVERS TO INCREASE GASOLINE SUPPLIES. *Washington Post*, June 20, 2006 \* STATE LEADERS TAKE CHARGE OF AGENDA AMID WASHINGTON GRIDLOCK. *The*

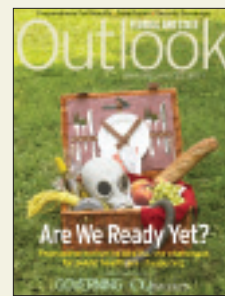
## STATES & LOCALITIES CONTINUE TO OUTSPEND THE FEDS

### Government purchases of goods & services (in billions)



SOURCE: GLOBAL INSIGHT

**\* \$575 billion dollars will be spent on goods and services.**



# The power of editorial excellence.\*

## GOVERNING – BUILDING THE LOYALTY OF AN INFLUENTIAL AUDIENCE

For more than a decade, both loyal subscribers and journalistic peers have recognized **GOVERNING** for its superior editorial quality. What's more, there are very few magazines of similar size that have garnered the awards collected by **GOVERNING**.

### NATIONAL MAGAZINE AWARD NOMINATIONS

- 2004 – Columns & Commentary
- 2001 – Reporting in the Public Interest
- 1999 – Reporting in the Public Interest
- 1996 – General Excellence (under 100,000 circulation)

### FOLIO: MAGAZINE EDITORIAL EXCELLENCE AWARD

- 2002 – Recognizing its Government Performance Project issue on Grading the States

### GOVERNING'S GOVERNMENT PERFORMANCE PROJECTS

The GPP has made headlines from coast to coast in newspapers, TV and radio. In addition, the 2004 GPP coverage received a prestigious \$10,000 journalism award from the National Institute for Health Care Management, Research and Education Foundation.



FEDERAL GOVERNMENT DUE TO INADEQUATE FUNDING. *Greenwire*, June 21, 2006 \* FLORIDA LAW PROMOTES NEW FUEL SOURCES & CONSERVATION. *St. Petersburg Times*, June 20, 2006 \* STATES ARE ENACTING TOUGHER REGULATIONS. *Washington Post*, Jan. 22, 2006 \* SUPREME COURT SPLITS OVER PROTECTING WETLANDS: VICTORY FOR DEVELOPERS & LANDOWNERS WHO BELIEVE STATE & LOCAL GOVERNMENT SHOULD DECIDE HOW LOCAL LAND IS DEVELOPED. *The Christian Science Monitor*, June 20, 2006 \* SAN FRANCISCO MAYOR INSTITUTES UNIVERSAL HEALTH CARE PROGRAM. *The New York Sun*, June 22, 2006 \* SIX STATES REQUEST EPA WAIVERS TO INCREASE GASOLINE SUPPLIES. *Washington State Leaders Take Charge of Agenda Amid Washington Gridlock*. *The Wall Street Journal*

## \* The #1 Read and Re-Read Source for Decision Makers

**44 mins.**

AVERAGE TIME SPENT WITH ISSUE

**63%**

PICK UP EACH ISSUE 2 TO 4 TIMES

**2.2**

ADDITIONAL READERS PER COPY

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005

**45%**

USE INFORMATION FROM THE MAGAZINE FOR BUSINESS DECISIONS

SOURCE: HARVEY COMMUNICATIONS STUDY, MAY 2006

## Government Performance Projects

- '05 **Grading the States**
- '04 **Evaluating State Health Care**
- '03 **Grading State Tax Systems**
- '02 **Grading the Counties**
- '01 **Grading the States**
- '00 **Grading the Cities**
- '99 **Grading the States**



PRINT



ONLINE



LIVE

# GOVERNING's Powerful Resources – true integrated marketing.\*

COMBINE YOUR PRINT AND ONLINE ADVERTISING AND CONFERENCE SPONSORSHIPS FOR GREATER VISIBILITY TO THE AUDIENCE YOU WANT TO REACH.

## \* Print

### GOVERNING – WORKING FOR YOU

No other magazine reporting on state and local government offers **GOVERNING's** breadth of coverage on policy and management. **GOVERNING's** 85,000 subscribers routinely rely on its analysis and insights to formulate public policy and to make purchasing decisions on a broad range of issues – providing direct access where critical decisions are often made.

### Custom-Publishing

Get into the details with a custom-published supplement on the topic of your choice and put editorial power behind your message. Or, add an advertorial page adjacent to your ad.

SENIORS STATE HOME, NJ.com/AP- June 21, 2006 \* TEXAS & OTHER STATES DISPUTE MEDICARE RULING  
Dallas News, June 20, 2006 \* CALIFORNIA GUBERNATORIAL CANDIDATE FOCUSES ON HEALTH CARE, The  
Mercury News, June 20, 2006 \* STATES WANT FEDERAL FUNDING FOR COST OF ILLEGALS,  
Stateline.org, June 16, 2006 \* STATE LIMITS ON TEEN DRIVING BOLSTERED: EFFECTIVE IN REDUCING SERIOUS  
TRAFFIC ACCIDENTS, The Baltimore Sun, June 22, 2006 \* STATE SENATORS ADVOCATE FOR FED-  
ERAL FUNDING FOR AMTRAK, Charleston Gazette, June 11, 2006 \* NEW JERSEY FILES PETITION  
CHALLENGING FEDERAL FUNDING FOR CREATIVE SOLUTIONS, The Kansas  
City Star, June 2, 2006 \* FEDERAL MEDICAL ID LAW, Stateline.org  
June 2, 2006 \* WASHINGTON POST, Sept. 13, 2005  
\* NEW YORK'S SHARE OF SECURITY FUNDING

### DELIVER YOUR MESSAGE DIRECT

- \* **Print – 85,000 GOVERNING subscribers**
- \* **Online – More than 60,000 unique visitors per month**
- \* **Live – Exclusive access to decision makers**

## \* Online

### GOVERNING.COM – YOUR MESSAGE FRONT AND CENTER EVERYDAY

Reach government executives and legislators who begin their workdays with the daily news pages on GOVERNING.com. Take advantage of multiple ad units to increase the power of your message.

- **GOVERNING.com Newsletters** – Expand your presence with sponsorships of GOVERNING.com's Daily and Monthly e-mail newsletters – exclusive or non-exclusive sponsorships available.
- **Webcasts** – Lead the industry with a live web seminar or broadcast sponsored by your organization.
- **State & Local Sourcebook** – available exclusively online in 2007. A valuable, must-use resource of continuously updated facts, figures and contact information. Organized by business segment, it's an enduring backdrop for your message.
- **Vendor Reports & White Papers** – Create a powerful association with **GOVERNING** by posting white papers, case studies and success stories on GOVERNING.com.

## \* Live

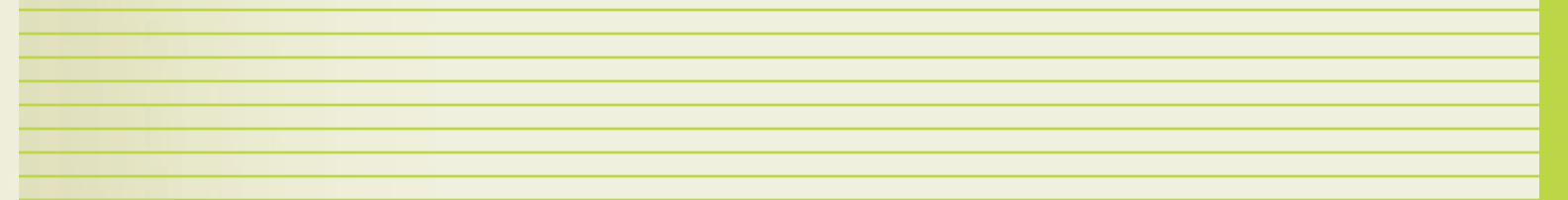
### GOVERNING LIVE – DECISION MAKERS UP CLOSE AND IN PERSON

Create maximum partnering power through **GOVERNING** conferences, with direct "meet the readers" interaction in an intimate business setting. A *live* version of the award-winning magazine, GOVERNING Live conferences bring the most successful public leaders together with **GOVERNING's** writers and editors in an energy-charged atmosphere of thought and action.

### Conferences:

- **Managing Technology** – Showcases successful strategies of state and local CIOs.
- **Managing Performance** – **GOVERNING's** flagship conference highlights the latest ideas in public management and performance measurement.
- **Public Officials of the Year** – An awards program honoring the best and brightest in public service.

Also, be sure to attend **Outlook in the States** to get a forecast of the issues that will impact state and local government policy and purchasing decisions.





# GOVERNING— the power of business value.\*

SEE POWER IN **GOVERNING'S** MEASURABLE AD RESPONSES.

For businesses and organizations that want the power to partner or influence, the place to be is **GOVERNING** – because **GOVERNING** delivers a higher ROI. The officials who respond to advertising are executive-level managers and legislators who have primary responsibility for finding solutions in their business areas. Increasingly, business partnerships are how they achieve their goals.

## \* Be Seen and Heard

### Print

**26%**

CLIPPED, COPIED OR CIRCULATED AN AD TO AN ASSOCIATE

**38%**

CALLED OR VISITED A WEB SITE FOR INFORMATION ON A PRODUCT/SERVICE ADVERTISED

### Online

**48%**

VISITED COMPANY WEB SITE BASED ON SEEING AD

**38%**

DOWNLOADED AN ADVERTISER WHITE PAPER OR OTHER PDF

SOURCE: ERDOS & MORGAN GOVERNING SUBSCRIBER SURVEY, MAY 2005

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