



The Technology Authority for Government

Frequency: 22 issues in 2010

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: June 2009 BPA Statement



Readership:

- GCN has an average issue audience of 234,000, with a 1.6 pass-along rate
- 82% of subscribers read the publication regularly (3 out of 4 issues)
- Subscribers spend an average of 38 minutes reading an issue
- 94% of subscribers plan to renew their subscriptions

Source: 2007 GCN Editorial Readership Survey

Dynamic Platform of Online Marketing Opportunities

GCN.com

Unique monthly visitors: 127,738

Monthly page views: 359,619

Source: Google Analytics, August 2009

E-mail Newsletters

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

Source: Publisher's Own Data, August 2009



Plus, leverage the strength across 1105 Government Information Group's market-leading brands

- ◆ Defense Systems IT Report (2x per week, 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)