

## CONNECTING AMERICA'S LEADERS

GOVERNING magazine is a non-partisan, must read for **75,011\*** senior agency leaders and policy drivers across state and local government. Each month, the magazine spotlights the people, issues and trends shaping management, policy and politics across the most critical areas of reader interest.

*Source: December 2010 BPA statement*

**More than 72,000** thought-leaders, decision makers and influencers across **ALL** areas of state and local government rely on GOVERNING for job-critical insight on how to run government more effectively:

- Public Safety
- Legislative
- Finance
- Information Technology
- Public Works/Transportation/Infrastructure
- Environment/Energy
- Economic Development
- Courts/Corrections
- Health/Social Services
- Education
- Workforce Development
- General Services/Administrative

*Source: December 2010 BPA statement*

**More than 56,000 subscribers** report executive/command or senior management job functions:

- Department or agency head, administrator
- CIO, CTO, CFO, COO, chief of staff
- Treasurer, attorney general, comptroller, executive director
- Cabinet member, secretary, commissioner
- Department or agency management
- Office or program management
- General administration or operations management

*Source: December 2010 BPA statement*

**100% penetration to the top state legislative/policy influencers:**

7,686 senior-most elected and appointed decision-makers from 50 states and the District of Columbia

- 50 governors
- 50 secretaries of state
- 50 attorneys general
- 2,034 state senators
- 50 lieutenant governors
- 5,452 state representatives

*Source: Publisher's own data (March 2010)*

