

PHOTO BY JOHN HARRINGTON



“In our quest to leverage the power of technology to improve service delivery, drive innovation and bridge the digital divide, *Public CIO* provides a real-world lens to the business challenges public-sector CIOs face today ...”

Vivek Kundra, U.S. Federal CIO

# Access Public Sector Buying Power

*Public CIO's* synergy of authoritative, trusted content addresses the unique responsibilities of CIOs, giving them access to information and insight that puts them on the leading edge of government's business.

As a result, *Public CIO* offers access to some of the most powerful government leaders — including CIOs from all states, the largest cities and counties, key federal entities and educational institutions — giving you top-level connections and expansive reach with the market's C-level executive strata.



## Far-Reaching Impact:

**Circulation:** 26,309  
100% BPA qualified,  
direct-request readers

**Pass-Along Rate:** 3.9

**Total Audience Reach:**  
128,915

Sources: May 2009 Harvey, Readership Study; June 2009 BPA Statement



# Our Audience is the Who's Who of Public Sector

To effectively grow your sales potential, gain the public sector's trust and cultivate long-term partnerships, your success depends on influencing CIOs and their chief executive counterparts. *Public CIO* is the only publication to get you exclusively in front of the highest concentration of C-level readers — those who develop, implement and oversee the largest public-sector technology budgets in the country.

- Chief Information Officers
- Chief Financial Officers
- Chief Operating Officers
- Chief Security Officers
- Chief Technology Officers
- Chancellors
- Commissioners
- Congress Members
- Governors
- Homeland Security Directors
- Mayors
- Senators
- Superintendents
- Other Public-Sector C-Level Executives

FEDERAL | STATE | LOCAL | EDUCATION | INTERNATIONAL

## Influential Procurement Role:

**91%**

purchase, select and recommend IT products and/or services for an entire enterprise/ jurisdiction, agency and/or division entity.

**90%**

of readers are involved in the procurement of technology solutions (hardware, software, connectivity) and services.

Source: May 2009 Harvey Readership Study



*“Public CIO articulates the challenges in managing technology in the government environment and provides insights into how my C-level counterparts are locking-in efficiencies.”*

**Patrick Moore**, CIO, Georgia

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