

# Front Runner in Award Recognition



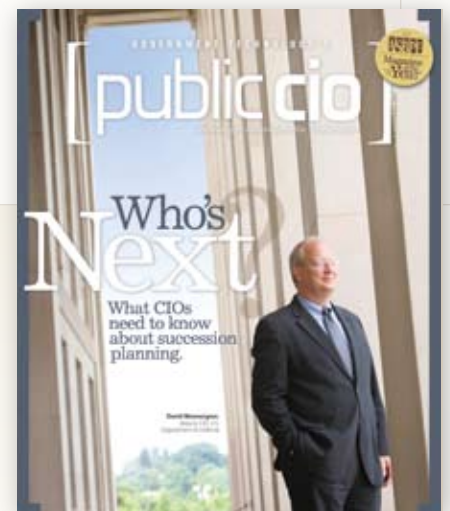
*Public CIO's* ambitious editorial solidifies its reputation as the trusted, influential voice for the public-sector CIO community. As a result, it has collected an impressive list of editorial and design awards, including the American Society of Business Publication Editors (ASBPE) 2007 Magazine of the Year in the under 80,000 circulation division.

The Magazine of the Year award, recognized by many as the most prestigious in the industry, is determined by other leading business publication editors. This top honor is a testament to *Public CIO's* editorial and design excellence as well as the powerful communication channels it can bring to your company.

## Give your company stature with the public sector's top-tier audience.

ASBPE 2007 Magazine of the Year (under 80,000) ■ ASBPE Top 10 U.S., Business, Trade and Association Magazines (under 80,000) ■ Folio Eddie, B-to-B, Bronze ■ Maggie Non-Paid/Trade (under 50,000) ■ ASBPE Best Feature Illustration, Silver ■ APEX Magazine Journal Design and Layout, Gold

“Winning the Magazine of the Year award is an incredible honor that speaks volumes about the quality of our writers, editors and designers. *Public CIO* was launched six years ago as a uniquely different publication, one that would combine excellent writing and in-depth coverage with the highest standards in design and production. The award is an affirmation that we have achieved what we set out to do.” **Tod Newcombe**, Editor, *Public CIO*



# Unparalleled C-Level Visibility and Engagement

**Public CIO positions your company as a thought leader among the most influential decision makers across the public sector.**

CIOs steer government's business at the enterprise level and are proven leaders in employing business management techniques to align agency missions with technology policy and strategy. Agency heads trust CIOs to solve government's business challenges. The CIO is therefore your most influential public-sector customer.

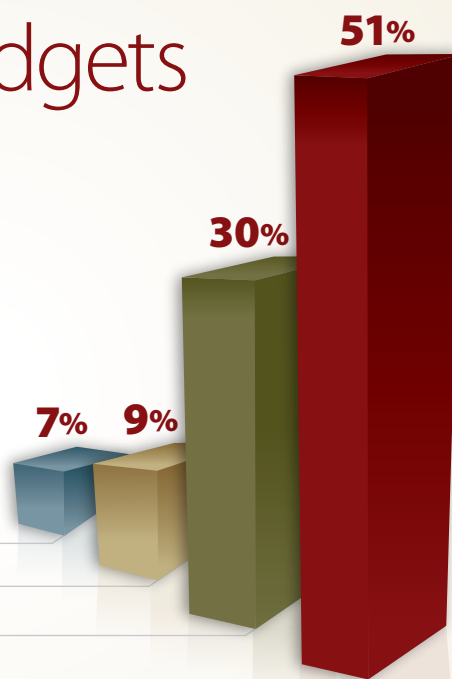
From our hand-picked attendees at our Executive Roundtables to the CIOs and experts who write for us, *Public CIO* brings the public-sector C-level and top industry partners together to collaborate and share strategies to effectively lead government modernization.

*Public CIO's* top-level connections and integrated engagement strategies give you unparalleled reach, positioning and networking opportunities with the public-sector's power players.

## Control of IT Budgets

**More than 80% of CIOs have full or partial control on how IT dollars get spent.**

- Centrally controlled by a C-level government executive
- Directly controlled by agencies/departments
- Blended control by IT and agencies/departments
- Centrally controlled by the CIO and IT organization



Source: February 2008 Public CIO Reader Survey

**“80% of the CIO’s job is business strategy and trying to optimize what the vendor community has to offer.”**

**Melodie Mayberry-Stewart**, CIO, New York State,  
January 2008 *Government Technology*

PHOTO BY GARY GOLD



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, CTO, District of Columbia

# Access Public Sector Buying Power

*Public CIO's* synergy of authoritative print and online content as well as high-level, face-to-face roundtables address the unique responsibilities of CIOs, giving them access to information and insight putting them on the leading edge of government's business.

As a result, *Public CIO* offers access to some of the most powerful government leaders across the public-sector universe — including CIOs from all states and the largest cities and counties — giving you integrated opportunities to position your thought-leadership expertise in areas of vital relevance to more than 26,000 100% BPA qualified/direct request C-level readers.

Source: December 2007 BPA Statement



**87%** of readers are directly involved in the procurement of IT products and services.

Source: April 2006 Harvey Readership Study

# 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

## Top Technology Priorities Ranked

1. IT Security
2. Business Intelligence
3. Data Center Consolidation
4. Enterprise Architecture/SOA
5. CRM
6. ERP
7. Shared Services
8. Open Source
9. Outsourcing

Source: February 2008 Public CIO Reader Survey

## Top Management Priorities Ranked

1. Align IT with Business Goals
2. Project Management
3. Funding
4. Cost Controls
5. IT Governance
6. Workforce Retention and Recruitment
7. Intergov Collaboration
8. Dealing with Political/Legislative Challenges

Source: February 2008 Public CIO Reader Survey



“*Public CIO* knows that while all IT issues are similar, IT in the public sector has its own challenges, and *Public CIO* focuses its reporting and analysis on topics that are relevant to government IT practitioners today.”

**Tom Jarrett**, CIO and Secretary, Department of Technology and Information, Delaware

PHOTO BY THOMAS VENEKLASEN