

Our Readers

Are Your Best Customers



P. K. Agarwal, Director,
California Department of Technology Services



Teri Takai, CIO, Michigan



Will Pelgrin, Director, New York State
Office of Cyber Security and
Critical Infrastructure Coordination

Readers with
Buying Power

98%

are directly involved in the purchase,
selection or recommendation of IT for an
entire enterprise/division and/or department.

\$16.8M

average annual IT budgets

“Government Technology offers value on so many levels ... There are many stakeholders involved in IT procurement, and *Government Technology* is uniquely focused to educate the full mix of government influence that can make decisions happen.”

Teri Takai, CIO, Michigan

In the real world of IT procurement, a network of influencers shape technology purchasing decisions. Your success depends on reaching the highest concentration of these influencers — and they all read *Government Technology*.

In a recent report on public-sector IT acquisition, the Center for Digital Government identified the six steps that move technology projects from the idea stage to actual purchase. Throughout this process, buying decisions are molded by CIOs and technical staff, elected officials, agency directors and managers and procurement professionals.

Government Technology has an exclusive audience of the policy, business, technical and procurement professionals driving the technology decisions in state and local government. And because of *Government Technology's* long-standing editorial support for innovation and its targeted circulation strategy, our readers are the leading voices for IT-powered government transformation.

Sphere of Influence

	LEGISLATORS	EXECUTIVE	CIO	BUSINESS	TECHNICAL	PROCUREMENT
		Governors Mayors Cabinet Members		Agency Directors Business Managers Operational Staff	Agency CIO Technical Staff	Officials Officers Attorneys
Make Request/Create Need Through Ideas, Policies and Laws	✓	✓	✓	✓		
Identify Business Problem or Service Opportunity			✓	✓	✓	
Investigate ICT Solutions			✓		✓	
Develop Business Case			✓	✓	✓	
Request, Authorize or Allocate Funding	✓	✓	✓	✓		
Purchase (from existing contracts) or Procure			✓	✓	✓	✓

State and Local Government Information and Communication Technology (ICT) 6x6 acquisition matrix. Provided by the Center for Digital Government.

Readers All Across the Buying Process

- 25% IS/Technical Management
- 25% Admin/Policy Management/Elected Official
- 22% Program/Professional Management
- 11% Law Enforcement
- 4% Financial/Procurement Management

Source: December 2006 BPA Statement