

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

Mailed bi-monthly, *Public CIO* is the trusted source to more than 26,700 100% BPA qualified CIOs and C-level executives in the federal, state, local, education and international markets.

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

Drive IT Initiatives and Spending

1/3

of readers have 1,000+ employees per agency/department.

Source: April 2006 Harvey Readership Study; December 2006 BPA Statement

\$19m

is the average reader IT budget.

87%

are involved in the procurement of information technology and services.

Reach the **Public-Sector** Buying

“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.”

Thomas Jarrett

CIO and Secretary, Department of Technology and Information, Delaware





Lem Stewart
CIO, Virginia



Kristen Miller
CIO, Pennsylvania



Patrick Pizzella
CIO, U.S. Department of Labor

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“Half the battle is to better understand what has been tried by other CIOs, and what has and has not worked. Public CIO is refreshing and informative, and I consider it an absolute ‘must read’ for CIOs at all levels of government.”

Gail Roper
Chief Information Officer
Raleigh, North Carolina

