



2025 Media Kit

Connecting Industry to
Government Leaders

Welcome to the federal IT market, the single largest buyer of technology in the United States. With multiple decision-makers, influencers, purchasing vehicles, and regulations, capturing a piece of this \$137 billion

market can be challenging. GovCIO Media & Research offers marketers multiple ways to access these hard-to-reach federal decision-makers, in an environment conducive to relationship-building, collaboration and experiences.



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Mission

Connect Industry to Government

We bring together government and industry, with the goal of serving and supporting the missions of federal agencies. Whether it's improving overall efficiencies, securing critical data and processes, or improving service to citizens,

GovCIO Media & Research enables thoughtful dialogue and collaboration. We accomplish this through various platforms that allow for frank conversations of challenges, opportunities, use cases, solutions and forward-thinking ideas.

Audience

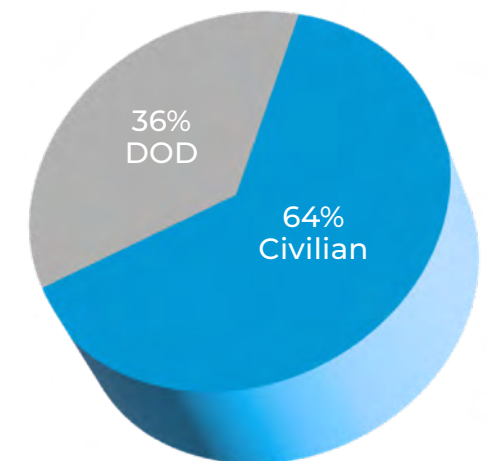
GovCIO Media & Research reaches senior-level federal executives, primarily the C-Suite and other executives responsible for complex technology buys.

Government Leaders:

- C-Suite
- Department Chiefs
- Branch Chiefs
- Program Directors
- Directors
- Source Selection Board Members

Government Managers:

- Program Managers
- IT Analysts
- Contract Analysts
- Contract Officers



Areas of Interest:

Cybersecurity

Health IT

Infrastructure Modernization

Data Analytics

Cloud

AI

Programs

LEAD GEN In-Person Summits

Network, collaborate and build relationships with government leaders at our in-person events. Each event allows multiple sponsors to benefit from the connection to senior-level government speakers and attendees. Choose from a variety of sponsorship options, some with speaking opportunities and others more focused on branding.

LEAD GEN In-Person FedLabs

NEW

Buy out these custom experiential events. Federal and industry executives work together in small groups to solve agency challenges. Event themes include AI, Health IT and Cyber or another of your choice.

LEAD GEN GovFocus Virtual Panels

Engage with up to two government speakers on these virtual panels. Sponsorship benefits include relationship-building with government speakers during the prep call, in the virtual green room, and during the recording of the panel. For this exclusive sponsorship, choose a GovFocus from our editorial calendar or let us customize one for you.

Women Tech Leaders Working Group

Take a seat at the table with other women tech executives at this working group, which meets in-person three times a year. Members drive the workstream topics that result in various outcomes. Limited to five sponsors, this is an opportunity to connect with women in federal leadership roles.

DevSecOps Working Group

Meeting virtually three times a year, this group discusses how government and industry can work together to build cybersecurity features into software. Limited to five sponsors, this annual sponsorship delivers the opportunity to build relationships with key federal executives.

LEAD GEN Conference Packages

Amplify your conference presence through our multi-platform conference packages. An on-site podcast interview with your executive, podcasts with federal executives, articles, newsletters, and a conference recap all live on a dedicated microsite.

Programs

LEAD
GEN

Deep Dives eBooks

Align with a key technology priority through a Deep Dives eBook. The Deep Dives include two articles, one infographic, a Q&A of your subject matter expert or executive, and a full-page digital ad. For this exclusive sponsorship, choose a Deep Dives eBook from our editorial calendar or let us customize one for you.

LEAD
GEN

Podcasts/VideoCasts

Connect with our engaged podcast community through regularly scheduled podcasts/videocasts. An exclusive sponsorship includes a read-in sponsorship message. Choose from our four series: AI GovCast, CyberCast, HealthCast and GovCast.

LEAD
GEN

Content Syndication

Drive demand generation through existing content. You provide the assets and GovCIO Media & Research will create a gated landing page and deliver federal registrants.

Executive Interviews

Position your executives as thought leaders through our executive interviews. GovCIO Media & Research will collaborate on topics and questions and provide the interviewer. Choose from either a podcast or video format. Interviews can take place either in-person or via Zoom. Along with the final edited version, you will receive three 60-second highlights of the interview.

LEAD
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Top Takeaways

Help government executives get smart fast with our new Top Takeaways product. The easy-to-digest content provides lessons learned from government executives featured at GovCIO Media & Research in-person events, GovFocus Panels and podcasts.

Video Snapshots

Align your company with a 90 second video product that is designed to be educational. Topics range from defining buzzwords to quick primers on technology.

Programs

Email Newsletters

Engage with our audience through our Weekly Digest newsletter, a circulation of 10,000.

Display Ads

Support your brand and solutions through an ad on governmentciomedia.com. Choose from ROS leaderboard, tower and pop-up ad units, or consider a home page takeover.

Custom eBlasts

Control your message through a custom eblast delivered to 10,000 public sector IT decision-makers. You provide the content and we distribute your message to our audience.

Custom Content

Tell your story and generate assets through our custom content team. Whether it's a case study, a white paper, a guide or a solutions-driven article, GovCIO Media & Research will work with you to create customized content.

NEW

Surveys

Discover data to help drive your sales and marketing efforts through our new survey program. Choose from a five or ten question survey with the options of 25 or 50 completed questionnaires. The program includes a one-page summary with cross tabulation and findings based on data from survey responses.

Program	January	February	March	April	May	June
GovFocus Virtual Panels	Data Interoperability, APIs and Open Source Jan 22	Zero Trust Feb 25	EHR Modernization Mar 13	AI at DOD Apr 17	Cloud and FedRAMP May 22	Critical Infrastructure Security Jun 17
Deep Dives eBooks	Infrastructure for AI Jan 14	Hybrid Cloud Feb 6	Future Mobility Mar 25	DevSecOps and Software Modernization Apr 8	AI at DOD May 29	Zero Trust Jun 24
In-Person Events		Defense IT Summit		CyberScape Summit	AI FedLab	Women Tech Leaders Summit
Event Top Takeaways		Defense IT Summit Top Takeaways		CyberScape Summit Top Takeaways		Women Tech Leaders Summit Top Takeaways
Working Group Meetings	Women Tech Leaders		DevSecOps			DevSecOps
Conference Packages	Edge 25 @ CES Jan 5-7 AFCEA West Jan 28-30 AFCEA Health IT Summit Jan 28-29	Rocky Mountain Cyberspace Symposium Feb 10-13	HIMSS Mar 3-6 SXSW Mar 7-15 Potomac Officers Club Annual AI Summit Mar 21	Sea Air Space, DC Apr 7-9 RSA Apr 28 - May 1 Modern Day Marine Apr 29 - May 1	SOFWeek May 5-9 AFCEA TechNet Cyber May 6-8 GeoINT Symposium May 18-21 Code For America	AWS Summit Paris Air Show Jun 16-19
Podcasts/Videocasts	4 Monthly Series: CyberCast, HealthCast, AI GovCast and GovCast					
Newsletters	Weekly Digest Newsletter					

Calendar is subject to change.

Program	July	August	September	October	November	December
GovFocus Virtual Panels	Infrastructure for AI Jul 10	CX Aug 7	AI Workforce and Talent Management Sep 4	Future G/Mobility Oct 30	Legacy Modernization Nov 20	Hybrid Cloud Dec 11
Deep Dives eBooks	CMMC Jul 17	Future Joint Force Aug 21	Data Security Sep 25	Generative AI Oct 9	Cyber Resilience and Monitoring Nov 25	Executive Profiles and End of Year Review Dec 18
In-Person Events	FedLab		Health Innovation Summit	Flywheel Awards Event	AI Summit	
Event Top Takeaways			Health Innovation Summit Top Takeaways		AI Summit Top Takeaways	
Working Group Meetings		Women Tech Leaders		DevSecOps	Women Tech Leaders	
Conference Packages		DHITS Aug 1 DAV Convention Aug 9-12 Tech Net Augusta Aug 18-21	CDAO Government Billington Cybersecurity Summit Sep 9-12 Air, Space and Cyber Sep 22-24	AUSA Oct 13-15 Imagine Nation ELC Oct 26-29 TechNet Indopacific Oct 28-30 DODIIS		
Podcasts/Videocasts	4 Monthly Series: CyberCast, HealthCast, AI GovCast and GovCast					
Newsletters	Weekly Digest Newsletter					

Calendar is subject to change.

Ad Specs

DIGITAL

Display Ads

TOWER



1X: 300x600 px
2X: 600x1200 px

TOWER MOBILE

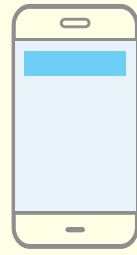


LEADERBOARD



1X: 970x90 px
2X: 1940x180 px

LEADERBOARD MOBILE



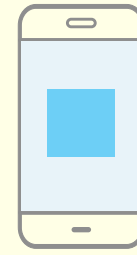
1X: 320x50 px
2X: 640x100 px

BLOCK



1X: 300x250 px
2X: 600x500 px

BLOCK MOBILE



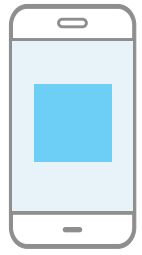
Pop Up Ads

POP UP



1X: 645x480 px
(no 2X size needed)

POP-UP MOBILE



Please provide both 1X and 2X versions for all digital display ads (except pop-ups).

DIGITAL

Newsletter Ad

BILLBOARD



1X: 590x220 px
2X: 1180x440 px

Deep Dive Ad

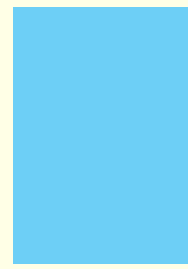
FULL PAGE



2292x1771 px

Event Program Ad

FULL PAGE



trim: 5.5x8.5 in.
bleed: 5.75x8.75 in.
resolution: 150 ppi

PRINT

For best results, please include both desktop and mobile sizes
ACCEPTED FORMATS: JPG, PNG, SVG