



AN E.REPUBLIC BRAND

Governing

For the people making government work.

governing.com

2026 Media Kit

Who We Are

Since 1987, *Governing* has been a trusted source for elected, appointed and other public leaders.



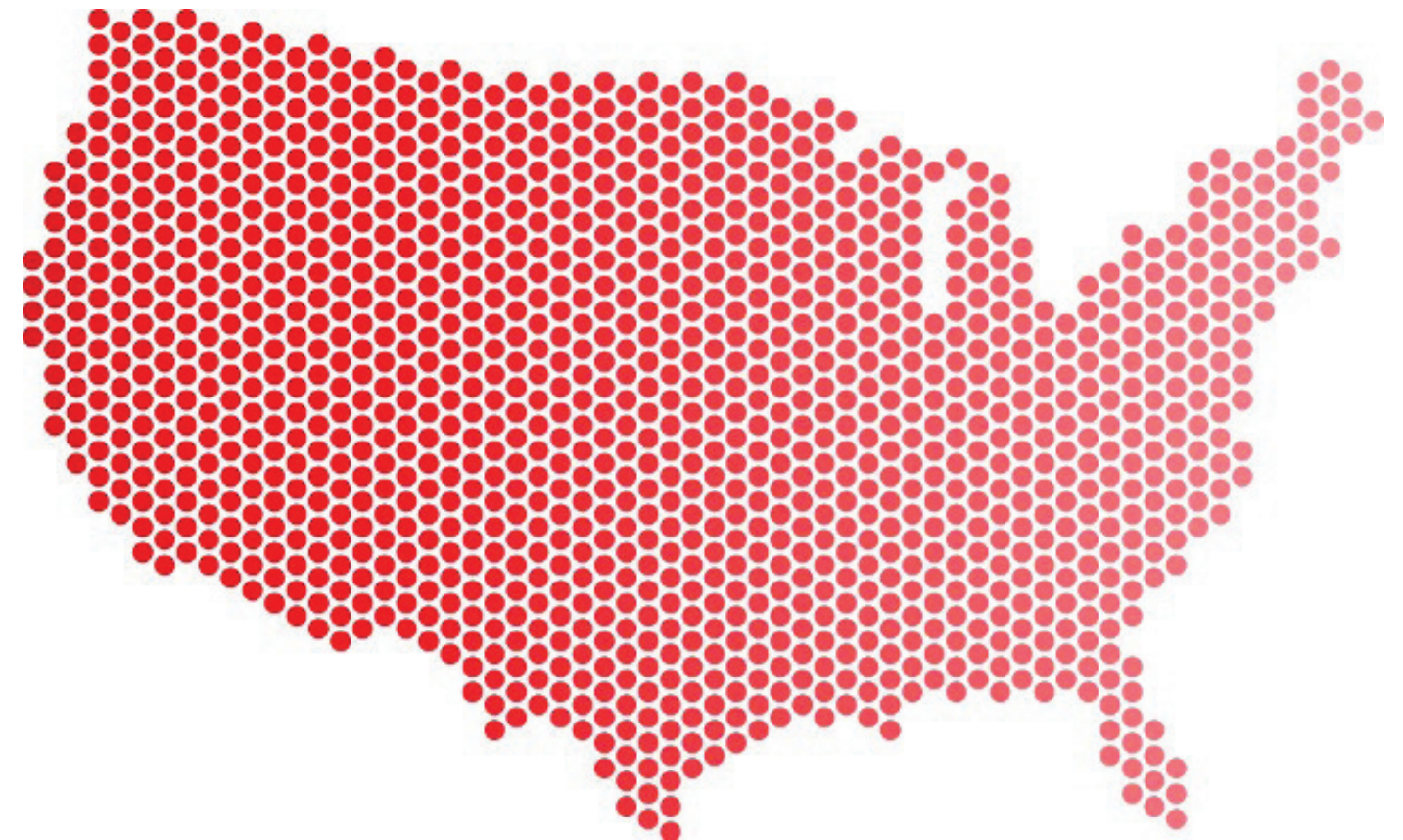
Governing serves the people who lead, manage and direct public agencies as they work toward well-managed, vibrant and resilient communities. *Governing* tells their stories, extracting lessons and emerging practices in innovation and performance.



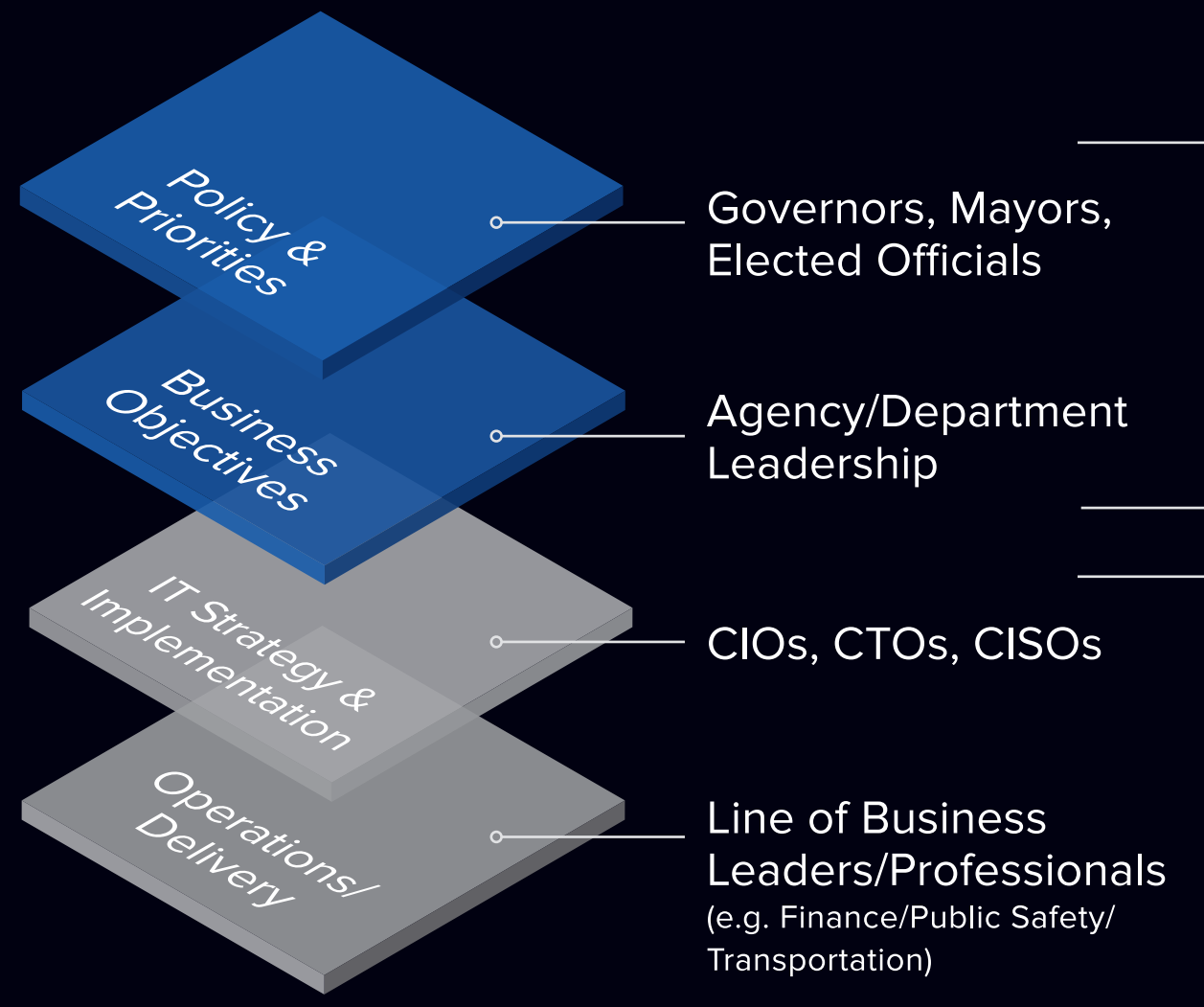
Governing is the largest, most engaged, opted-in network of state & local government policymakers and mission owners in the United States.

REACHING:

- ALL 50 GOVERNORS
- ALL STATE CABINET SECRETARIES
- ALL STATE LEGISLATIVE LEADERS
- ALL CONSTITUTIONAL OFFICERS IN ALL 50 STATES
- ALL MAYORS AND CITY MANAGERS IN CITIES 75,000 AND ABOVE
- ALL CABINET LEVEL LEADERS IN CITIES 75,000 AND ABOVE
- ALL COUNTY EXECUTIVES IN EVERY COUNTY
- ALL CABINET LEVEL LEADERS IN EVERY COUNTY



Governing's readers set the priorities, decide the strategies and budgets and manage the programs involving more than \$3 trillion in annual spending by more than 15 million state and local government employees.



Governing
For the people making government work.

**government
technology**

Our News Makes the News

The New York Times *The Atlantic* AXIOS The Washington Post

Vox POLITICO TIME FOX NEWS C-SPAN



Los Angeles Times

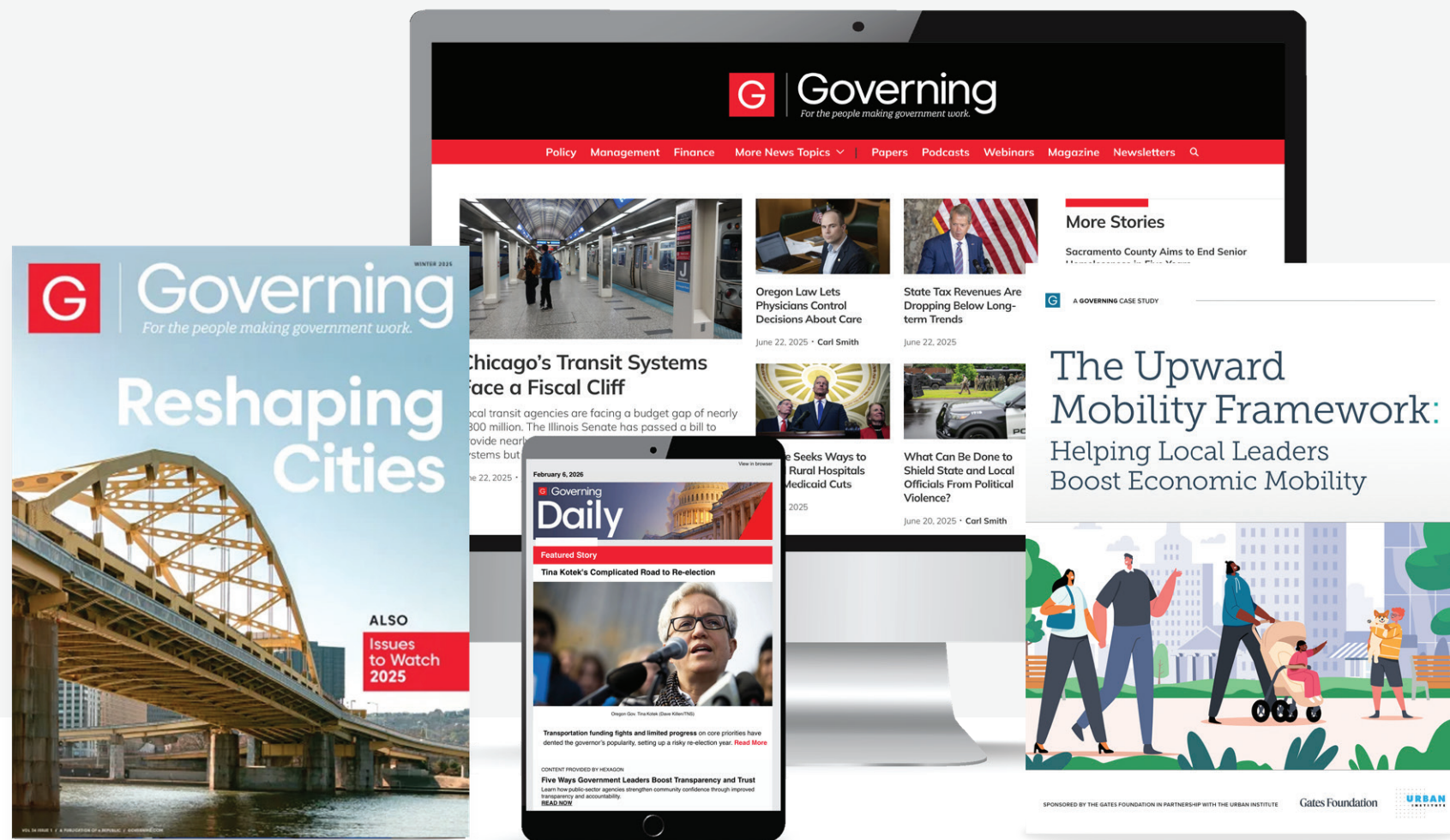
Bloomberg



Forbes



Our Platform



Governing's trusted information platform includes:

- **MAGAZINE**
- **WEBSITE**
- **NEWSLETTERS**
- **WEBINARS**
- **CUSTOM CONTENT**



Governing gives your message powerful visibility with state and local executives and policy makers who rely on its first-hand insight and analysis on such issues as policy, transportation, infrastructure, finance, workforce and more.



2.9M+
Annual Unique
Visitors

240K+
Monthly
Visitors

9K+
Magazine
Subscribers

27K+
Newsletter
Subscribers

90K+
Social Media
Followers



“ I’m a *Governing* junkie.”

Eric Garcetti, Former Mayor of Los Angeles, California

“ Just wanted to drop you a quick note that you hit this article spot on. I just printed it up to help me craft my Opening Day speech at the Hawaii State Legislature.”

- Della Au Belatti, (D) Hawaii House of Representatives

“ I can’t count the times I have forwarded or posted articles from the *Governing* website about the innovative programs my colleagues around the country are implementing.”

Tishaura Jones, Former Mayor of St. Louis, Missouri

“ *Governing*... the absolute Rosetta Stone of state of the state information.”

Gail Collins, *New York Times*





2026 Editorial Calendar

	FOCUS	MATERIALS DUE*
MARCH/Q1	AI for Leaders Policy and legislative considerations as government confronts the potential of this transformational technology.	2/2/2026
JUNE/Q2	Cybersecurity and Resilient Infrastructure With midyear elections looming, we look at how states are protecting critical infrastructure and services as they face reduced federal support.	5/4/2026
AUGUST/Q3	On Leadership: Public Officials of the Year <i>Governing's</i> annual celebration of the people driving effective, modern government.	8/6/2026
DECEMBER/Q4	The Cost of Government Innovative approaches to serving residents while navigating fiscal constraints. Plus: A portrait of the new government workforce.	11/5/2026

Send materials to:
Stephan Widmaier,
Production Manager, *Governing*
production@erepublic.com

**Dates and editorial focus subject to change.*

Opt-In Newsletters

Governing Daily

20,000 subscribers

Finance Insight With Girard Miller

8,000 subscribers / 2x Month

Inside Politics

6,000 subscribers / 2x Month

[Subscribe to our newsletters](#)

Deliverables:

- 2 dedicated and exclusive content sections linking directly to your landing pages
- Optimal tactic for driving quality traffic to landing pages
- 100% opt-in subscribers

February 6, 2026 [View in browser](#)

Governing Daily

Featured Story

Tina Kotek's Complicated Road to Re-election



Oregon Gov. Tina Kotek (Dave Killen/TNS)

Transportation funding fights and limited progress on core priorities have dented the governor's popularity, setting up a risky re-election year. [Read More](#)

CONTENT PROVIDED BY HEXAGON

Five Ways Government Leaders Boost Transparency and Trust

Learn how public-sector agencies strengthen community confidence through improved transparency and accountability.

[READ NOW](#)

More Headlines

State Election Officials Hear Echoes of 2020 in Trump's Call to Nationalize Voting

As the president calls for federal control of voting, administrators who endured bomb threats and burnout warn that long-standing guardrails are fraying.

Why California's Child-Care Expansion Is at a Standstill

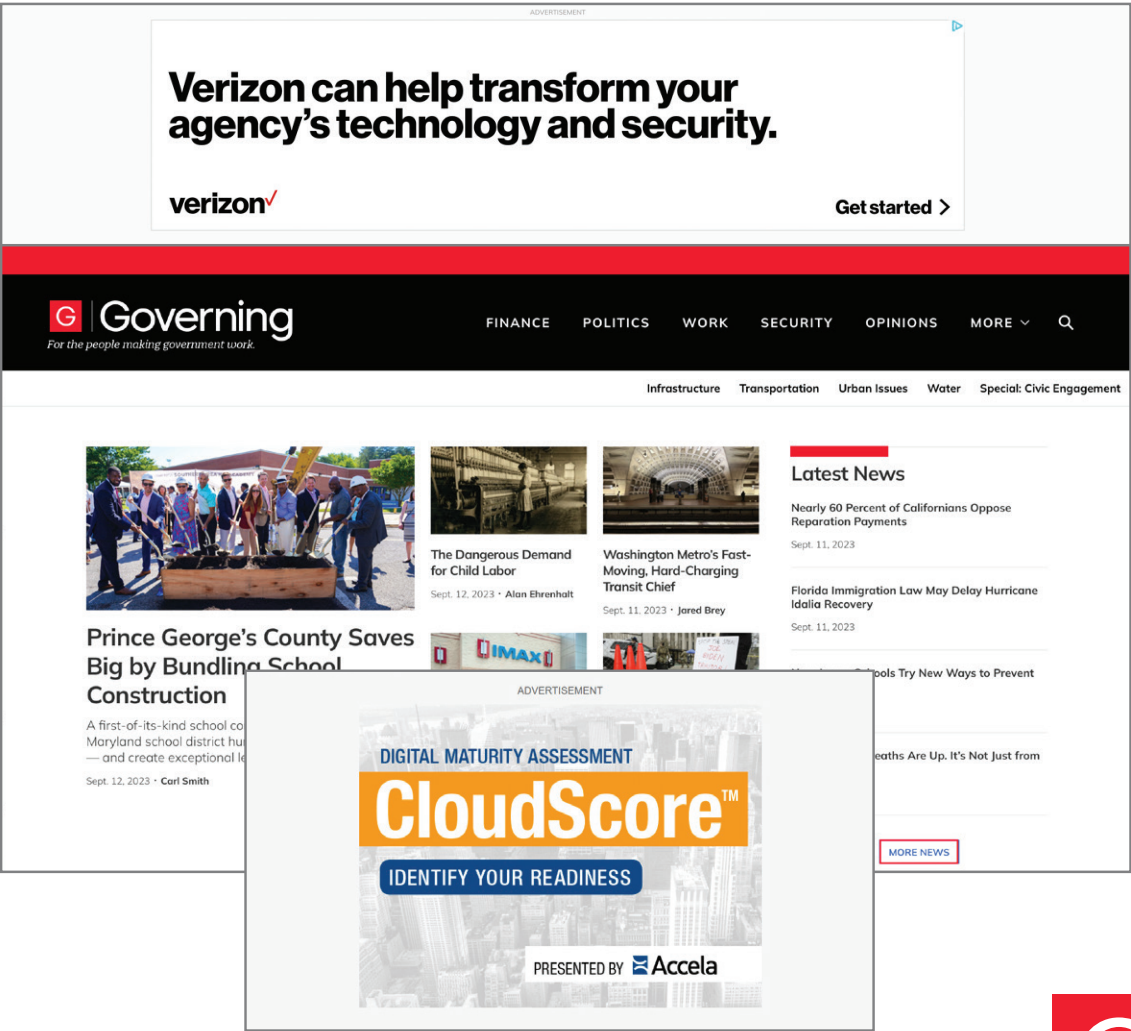
With a multibillion-dollar deficit, Gov. Gavin Newsom's budget leaves tens of thousands of promised subsidized slots unfunded, keeping families on waitlists for years.

Illinois Becomes First State to Recognize 'Rewilding' Wetland Protection

As federal safeguards erode, state lawmakers are laying the groundwork for restoring and protecting wetlands left vulnerable by Clean Water Act rollbacks.

Banner Ads

Banners	Size
Big Box: Large size that pops-up and shows in-line with articles on desktop offers high visibility and high click through rate.	640x480
Billboard: Large size at top of desktop pages offers high visibility.	970x250
Rectangle: Cost efficient for higher volumes and mobile friendly.	300x250
Adhesion: Sticky ad for mobile screens. Included with geo, takeover, and Blended Banner campaigns, not sold separately.	320x100
Blended Banner Bundle: A mix of the above banners, all under one CPM. Ideal for maximum visibility with minimal hassle. No need to specify impressions or placements—simply send at least two of the above banner sizes and we'll handle the rest.	All above



Topic Takeover

Take over a trending topic with 100% share of voice banner roadblock on a key subject area. Includes all banner sizes on topic landing page and topic articles.

Topics Include:

- Artificial Intelligence
- Finance
- Housing & Urban Policy
- Infrastructure
- Management & Admin
- Politics
- Policy
- Transportation
- Workforce

Lead generation package (add-on):

- 50 data-enriched leads using client approved assets

ClearGov
Introducing ClearPlans
Simplify your strategic planning and workflows

Governing
For the people making government work.

FINANCE POLITICS WORK SECURITY OPINIONS MORE

Infrastructure Transportation Urban Issues Water Special: Civic Engagement

Finance

Texas School Choice Program Could Cost \$2B Annually by 2028
Nov. 10, 2023 • TNS

Maui Wildfire Insurance Claims Reach \$1.35B
Nov. 7, 2023 • TNS

Boston's Parking Districts Would Reinvest Funds in Neighborhood
Nov. 2, 2023 • TNS

San Francisco Banks Are Closing in Record Numbers
Nov. 1, 2023 • TNS

The Coming Fight Over Municipal Financial Data
Rapidly developing AI-powered technology is making it easier to appropriate the public sector's financial information for proprietary uses. Businesses that slice and dice this data should be renters, not owners.
Nov. 14, 2023 • Girard Miller

Still No Clear Plan for Dallas' Police, Fire Pension Funding Gap

Muddling Through Stubborn Inflation and Spooked Bond Markets

Texas Wants Voters to Decide Whether to Cut Property Taxes

ClearGov
You Work Hard Serving Your Community. Let ClearGov Serve You.
Request a Demo

ClearGov
ClearPlans
A modern approach to strategic planning

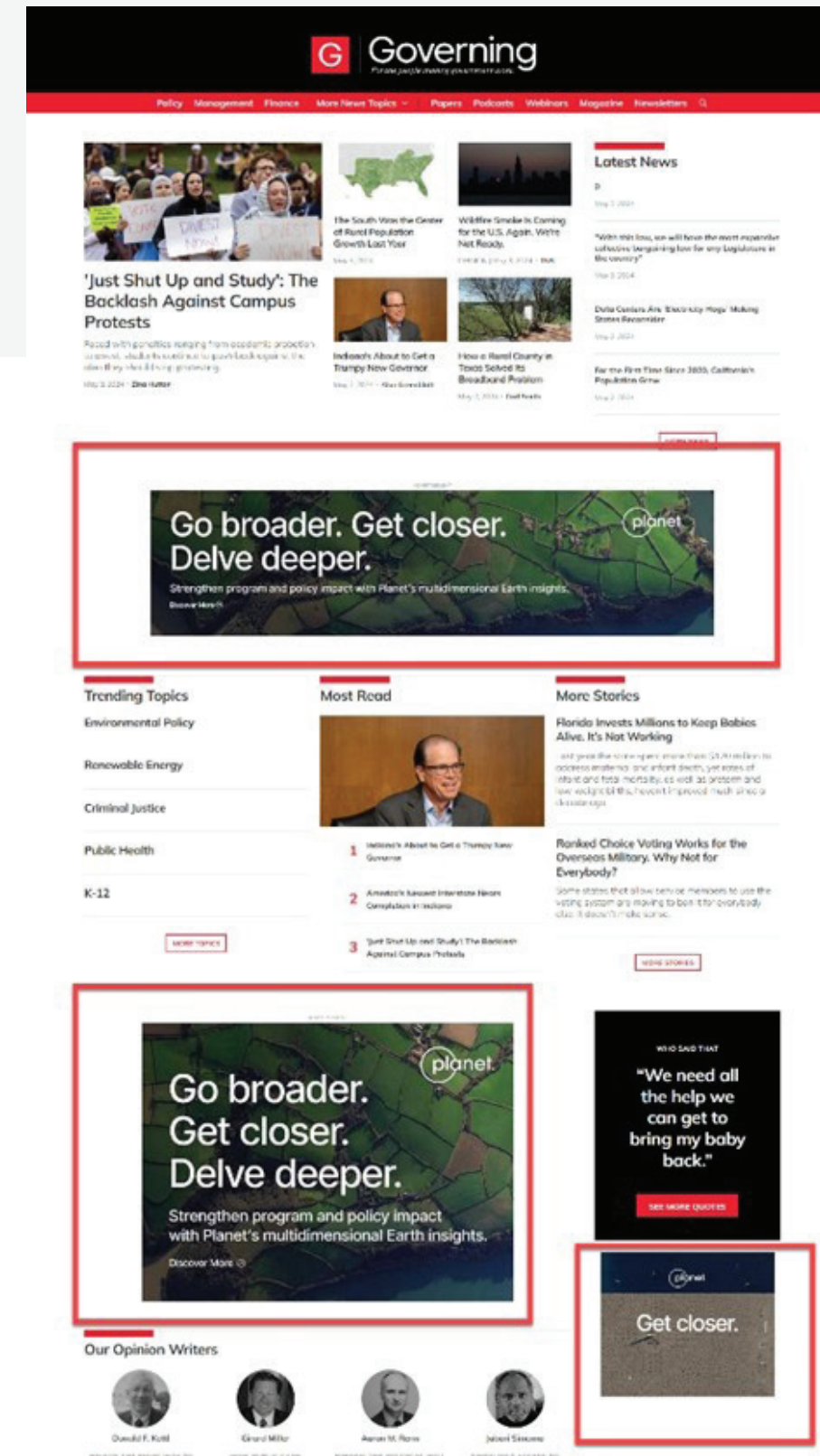
Homepage Takeover

Reach 15,000 visitors a month by taking over the Governing homepage.

As the dominating presence on the most visited page of our site, this makes your brand highly visible and builds credibility with visitors.

You receive 100% share of voice including four banner sizes:

- Interstitial/In Article “Big Box” Ad (640x480)
- Billboard/Leaderboard Ad (970x250)
- Rectangle Ad (300x250)
- Mobile “Adhesion” Ad (320x100)

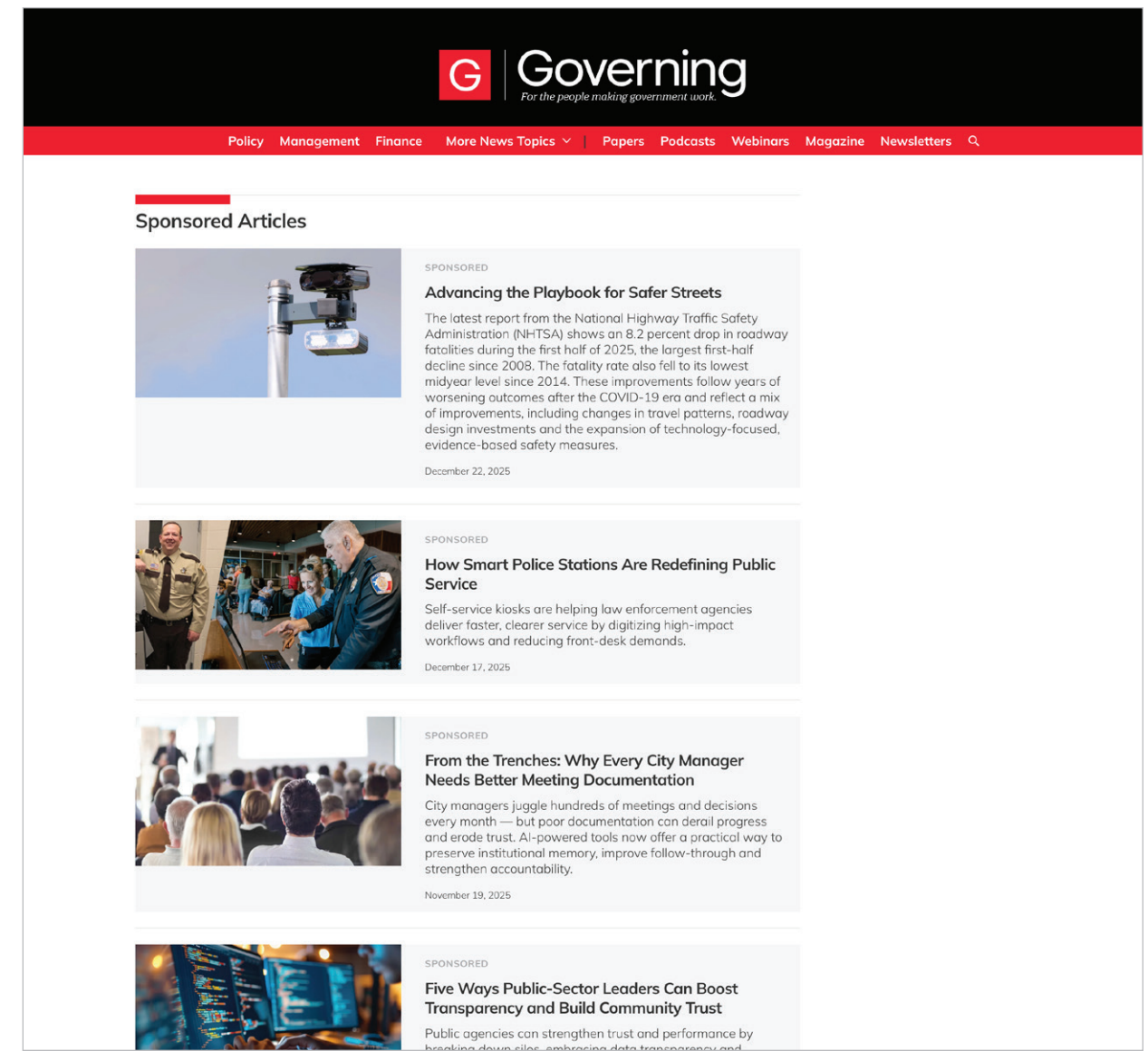


Sponsored Articles

Sponsored Articles are a way to get visibility and educate your targeted government audience about the benefits of your solutions.

- Placement on sponsored article section and one relevant news topic channel
- Metrics delivered monthly for a total of three months
- Editing review by our editorial team
- Links to your website or additional content from the article
- Hosting for a minimum of one year

[View our sponsored article library](#)



Custom Microsites

Drive visibility to your topic of choice with a dedicated landing page to capture mind share within a specific government vertical.

Deliverables:

- Custom layout/design/URL that meets legal requirements.
- 100% of page real estate with up to 4 modules and 15 links or testimonials to build thought leadership and trust.
- Monthly standard metrics reports and insights to help refine marketing strategies and content updates.
- An integrated promotional package to drive traffic via banners, newsletters and homepage placement. Guaranteed reach of 100,000 impressions per quarter.
- Ongoing promotional and technical support to maintain visibility and engagement.



Lead generation package (add-on):

- 150 data-enriched leads using client approved assets

Digital Marketing Subscriptions

This service consolidates our most prominent advertising placements into a single subscription package.

This bundled approach simplifies campaign management by allowing you to secure approval once, giving you the flexibility to adjust and optimize your strategy as needed, without interruption.

The streamlined process reduces administrative burden while ensuring broad reach across multiple products, delivering a cohesive and impactful campaign that impresses your management team.

Quarterly awareness subscription includes:

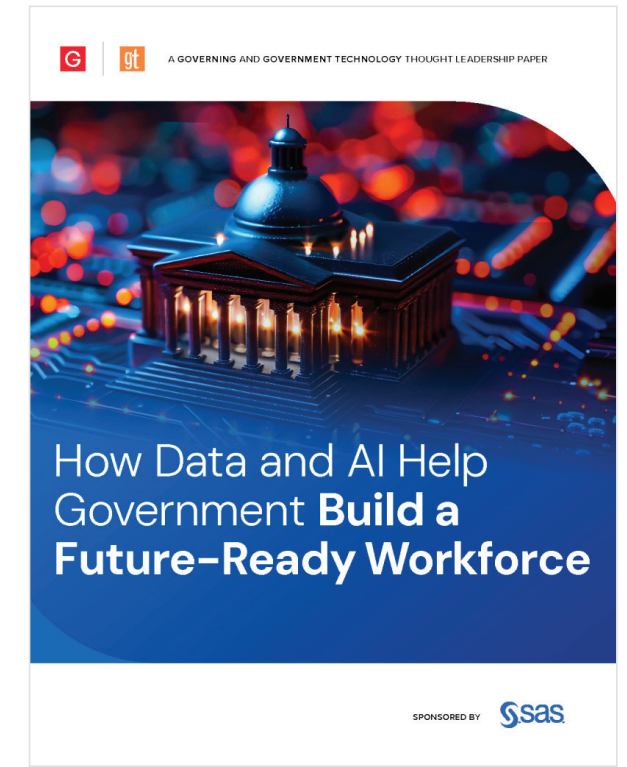
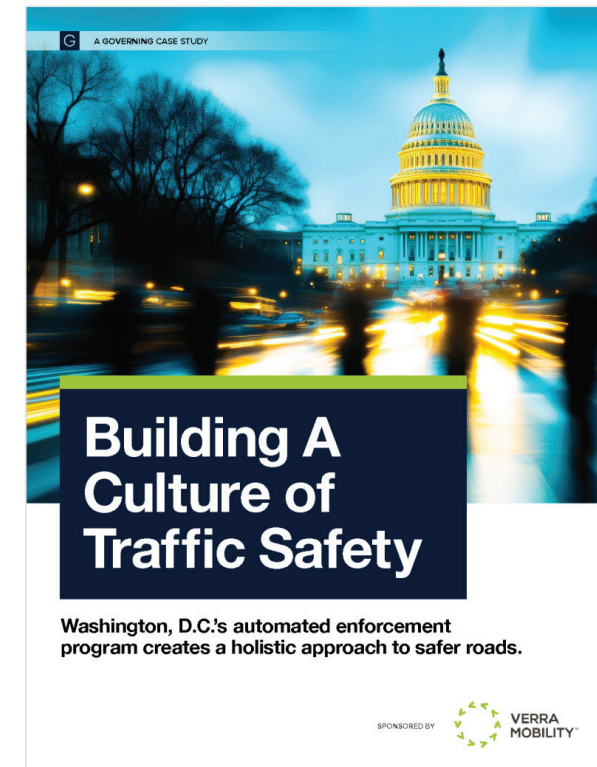
- 50,000 banner impressions per quarter across two sizes
- Up to 3 newsletter sponsorships
- Up to 1 contributed Sponsored Articles
- Bring your own creative, or we can help create messaging and design

Custom Content

We create content that directly resonates with government leaders and will manage your project from development to finished product. We will deliver your message to your targeted government audience — educating customers about the benefits of your solutions. Great content marketing informs, inspires and motivates a buyer to engage.

- Executive Q&As
- White Papers
- Infographics
- Go-to-Guides
- Issue Briefs
- Thought Leadership Papers

[View our papers library](#)



Webinars

Custom digital events directly connect you with your target audience to educate, engage and convert them to action.

Each webinar is custom designed by the *Governing Content Studio* to help tell your story in the context of issues or trends that matter to the market.

1. Educate the market on your brand and the problem you solve.
2. Identify, nurture and convert qualified leads.
3. Share on-demand webinar as a content marketing asset.

[< All Webinars](#)

LUNCH
& LEARN

WEBINAR

Governing

Workforce Trends Reshaping the Public Sector in 2026



Overview

March 10
10AM PT, 1PM ET

[REGISTER](#)

New technologies, shifting employee expectations, and the rising cost of vacancies are forcing public agencies to rethink how work gets done. The impact of these workforce shifts extends well beyond HR. They directly influence how governments manage data, maintain compliance, staff critical functions, and respond to risk.

Join Government Technology and UKG for an insight-rich webinar that breaks down the most important workforce trends shaping 2026. You'll get a clear look at what they mean for state and local government leaders facing staffing challenges, operational risk, and rising demands.

Whether you're rethinking how teams work, identifying operational gaps, or navigating increasing demands with fewer resources, this conversation is designed for you.

You'll Learn:

- **How workforce expectations, technology, and talent constraints are converging** — and the implications for state and local government leadership
- **How AI and automation are being adopted across agencies** — not just in service delivery, but in workforce operations, scheduling, and compliance tracking.
- **How your peers are addressing internal fragmentation, tight budgets, and talent gaps** while staying aligned with mission-critical priorities

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Speakers



Kylene Zenk
Sr. Principal, Human Insights, UKG

Kylene Zenk, SHRM-CP, MBA, is a Senior Principal on the Human Insights Team at UKG, a leading global AI platform for HR, pay, and workforce management. In her role, Kylene analyzes the trends reshaping today's employment landscape and translates them into actionable insights for organizations seeking to build more resilient, people-centered workplaces. She brings deep expertise in the unique dynamics of the frontline workforce and helps leaders design more meaningful, connected employee experiences—whether employees work behind a desk or on the front lines. Kylene frequently speaks on how a differentiated employee experience and a genuine commitment to being a great workplace fuel operational performance and drive stronger business outcomes.



Paul Clanton — Moderator
Senior Fellow, Center for Digital Government

Paul has devoted his career to helping local governments be on the forefront of using technology to increase value delivered to the public. He has over 30 years in various Information technology roles in both the public and private sectors including 20 years leading Information Technology departments. He now helps local governments get the most value from their significant investment in people, process, and technology. Some of Paul's accomplishments include leading two different IT organizations that earned Top-10 Digital Counties Survey awards for a combined 11 times. He has also earned an InformationWeek 500 Government Innovators award. Paul holds Master of Business Administration (MBA) and Master of Science in Information Systems degrees as well as undergraduate degrees in

Demand Generation

Drive more qualified public-sector pipeline — faster.

Our demand generation services engage state, local, and education decision-makers through targeted outreach and thought leadership that drives action.

Backed by real-time behavioral data and decades of public-sector expertise, we guide your prospects from first interaction to sales-ready opportunity.

- Lead Generation
- Account Based Marketing (ABM)
- Personalized Multi-touch Marketing

“It’s a night-and-day difference between opted-in leads and ones that are not. You’re almost comparing apples and oranges.”

- **Matthew Thompson, Senior VP and General Manager for Public Sector, Socure**

Let's talk!

Contact us and we'll design a custom digital marketing strategy to build awareness and elevate your presence across state and local government.





CONNECTING PUBLIC-SECTOR
PURPOSE WITH PRIVATE-SECTOR
INNOVATION

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erepublic.com

GOVERNMENT TECHNOLOGY
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CENTER FOR DIGITAL GOVERNMENT
CENTER FOR DIGITAL EDUCATION
CENTER FOR PUBLIC SECTOR AI
EMERGENCY MANAGEMENT