

# National Journal

## **National Journal's Presentation Center Expands with Six Industry Specific Verticals**

*Adds Energy, Health Care, Tax, Finance, Cybersecurity and Technology to Further Serve National Journal Members*

Washington, DC; March 9, 2016 – [National Journal](#) is investing in its popular and prestigious Presentation Center with the addition of six industry-specific verticals: Energy, Health Care, Tax, Finance, Cybersecurity and Technology. National Journal President and Publisher Poppy MacDonald announced the expansion today as the company continues to enhance and grow its services and products for the Washington policy professional. The energy and health care verticals are available now; the other four are in development for roll-out in the next month.

Launched in 2011 as part of National Journal's premium suite of member services, the Presentation Center provides access to over 6,000 white-label, editable slides on elections, legislative forecasts, and other major developments in Washington per year.

"We launched the Presentation Center over four years ago in response to requests from our members for smart analysis, boiled down to a slide that outlines key issues and trends in Washington. Our members tell us the Presentation Center not only allows them to communicate effectively with their own constituency, but it saves them time," said MacDonald. "Our goal here is to help those overwhelmed with vertical coverage, more effectively track and present what matters for their constituencies."

The key to the Presentation Center's success is the combination of in-depth analysis and high quality, customer service support, including a Data Concierge who provides on-demand quantitative research and a custom slide creation service. All Presentation Center slides are "white-label," meaning members can customize and broadly share the content as part of their own communication.

The Presentation Center is embedded in the workstream of the Washington leaders National Journal serves, allowing for more efficient and effective communication of policy and political issues of consequence with policymakers, board members and stakeholders. National Journal members rely on the Presentation Center analysis to capture the major Washington trends and insights that matter.

In addition to the six new verticals, the National Journal Presentation Center offers:

- The option of branding, editing and sharing the content broadly as their own.
- A custom slide creation service.
- A call-in support/curation service.
- In-depth profiles of Washington's players, including on-demand requests.
- Primers on how Washington works.
- A pairing of National Journal's reporting and Presentation Center content to offer a full view of policy issues and political events including expert analysis from Charlie Cook and Josh Kraushaar.

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### **About National Journal**

National Journal is a premier research and insights company committed to helping organizations effectively navigate Washington. The mission is to equip the thousands of government and business leaders in the nation's capital with the intelligence, insights and connections they need to save time, increase efficiency and deliver success.

Best known as one of Washington's most trusted media brand for nearly 50 years, our expertise is unmatched with teams of specialists dedicated to government affairs, communications and political research in addition to exceptional journalism. National Journal's premier products are: National Journal Leadership Council, Hotline, Race Tracker, National Journal Daily, Communications Council, Policy Brands Roundtable, Network Science Initiative and the Presentation Center.

National Journal is a division of Atlantic Media, based in Washington, DC. Poppy MacDonald is President and Publisher.

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