Government Executive Media Group Announces Studio 2G, Content Marketing Agency

*With GEMG’s four-plus decades of government publishing under its belt, Studio 2G is the public sector’s go-to resource for high-impact B2G campaigns*

**Washington, D.C. (September 14, 2017)** — Government Executive Media Group (GEMG), Atlantic Media’s premier public sector publisher, is rebranding its content marketing division as **Studio 2G**. Formerly known as Custom Strategies, the business-to-government publisher of *Defense One, Government Executive, Nextgov*, and *Route Fifty* has been growing its content marketing offerings for the last four years. GEMG Chief Executive Officer Tim Hartman formally announced the rebranding at GEMG’s 2018 Market Preview event last night.

“Studio 2G is the evolutionary leap for GEMG,” Hartman said. “We understand today’s government marketer, who increasingly needs better ideas and better content execution to meet the demands of a digital, CRM-driven world.”

Studio 2G, named for its core B2G mission, tells brand stories in ways that appeal to the influentials of government. Its services include native content, e-books, newsletters, white label events, case studies, microsites, videos, white papers, assessment tools, leadership profiles, and expert dialogues, all of which leverage GEMG’s audience of 1.2 million government decision-makers. It provides one-stop partnerships delivering end-to-end campaigns across strategy, content creation, distribution, and analytics.

The Studio 2G team is comprised of journalists, producers, and marketers who bring content to life in ways that inform and inspire government leaders, instilling affinity and advocacy for brands at the highest levels of government.

GEMG made several other announcements at the Market Preview event, among them:
• **Route Fifty**, GEMG’s digital media hub covering state and local government, has partnered with the national technology nonprofit Code for America to co-produce the **2018 Code for America Summit**. The 2018 Code for America Summit will be hosted at the Marriott Oakland City Center from May 30 to June 1.

• **Nextgov**, GEMG’s go-to resource for federal technology managers, will relaunch its website with increased functionality by the end of 2017, led by **new Executive Editor Frank Konkel** and **Managing Editor Heather Kuldell**.

• **Nextgov** and **Defense One**, GEMG’s media and events brand serving the national security community, have plans to launch podcasts in 2018. **Defense One’s** podcast will examine the future of war and will be curated by News Editor Ben Watson, formerly of NPR. **Nextgov’s** podcast will focus on telling the stories of federal IT managers, and will be led by Konkel.

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**About Studio 2G:**
Launched in September 2017, Studio 2G is Government Executive Media Group’s (GEMG) content marketing agency executing impactful business-to-government campaigns. Studio 2G provides end-to-end content services including: strategy, creation, distribution, and analytics for companies looking to influence government leaders within GEMG’s audience of over 1.2 million government decision-makers.

**About Government Executive Media Group:**
The public sector division of Atlantic Media, Government Executive Media Group (GEM) is dedicated to providing government and national security leaders with trusted and useful insights and best practices to help them advance their organizations’ missions. Through its market-leading **Government Executive, Nextgov, Defense One**, and **Route Fifty** brands, GEMG reaches over 1.2 million government influencers nationwide each month across digital, print, and events offerings.

**Media Contact:**
Justin Pallenik
jpallenik@atlanticmedia.com
(216) 544-0135