Government Executive Media Group Leads 2017 Federal Media Rankings

For fifth consecutive year, GEMG’s Government Executive and Nextgov take top spots in annual federal readership study

Washington, D.C. (November 8, 2017) — Government Executive Media Group, the public sector division of Atlantic Media, announced today that its Government Executive and Nextgov brands are both ranked number one in federal readership in their respective categories in the newly released 2017 Federal Media and Marketing Study conducted by the independent research firm Market Connections.

According to the survey of over 3,000-plus federal decision-makers, Government Executive is the most-read federally focused website, and Nextgov is the most-read federal technology-focused website. Both retain their top rankings for the fifth consecutive year.

“These results validate that we have the largest, most influential audience of any government media organization,” said Tim Hartman, CEO of Government Executive Media Group (GEMG). “We’ve spent nearly 50 years honing our understanding of federal managers and their needs. We are honored that government leaders continue to look to our journalism and events as they make decisions that drive their agenda.”

Government Executive, Nextgov, and Defense One each grew their audiences significantly over the past year. Government Executive’s reach grew by 25%, Nextgov’s by 41%, and Defense One’s by 60%. Government Executive was also the most-visited federally focused site on mobile devices.

Overall, GEMG reaches an audience of over 1.8 million government influencers each month. Defense One exceeded 1 million unique visitors in October, its largest tally for any month in its four-year history.
GEMG maintains the greatest influence among the federal buying community of any federally focused website. For federal managers involved in purchase decisions, GEMG ranks number one in reach at each stage in the buying process. GEMG also ranks first among federal buyers at each level of budget authority from $1 million to $50 million-plus.

Government Executive tops 26 of the 41 product categories studied, including Big Data/Analytics, Consulting Services, Cybersecurity, and Defense Communications Systems. Government Executive also leads in emerging technologies such as Artificial Intelligence and Autonomous Systems.

As Nextgov enjoys its fifth year atop the federal technology market, it’s getting ready to unveil a redesigned website at the end of the month, featuring improved mobile-first functionality. Year over year, Nextgov’s average monthly traffic is up by over 40%. The site is led by newly named Executive Editor Frank Konkel and Managing Editor Heather Kuldell.

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**About Government Executive Media Group:**
The public sector division of Atlantic Media, Government Executive Media Group (GEMG) 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 1.8 million government influencers nationwide each month across digital, print, and events offerings.

**About Government Executive:**
Government Executive is the essential information resource for federal government managers. Government Executive's editorial mission is to cover the business of the federal government and its departments and agencies — dozens of which dwarf the largest institutions in the private sector. Through its award-winning digital coverage and wide array of live and digital events throughout the year, Government Executive aims to provide government agency leaders with the news and resources they need to better serve citizens.

**About Nextgov:**
Nextgov is the go-to information resource for federal technology decision makers. Nextgov's editorial mission is to lead the national discussion about how technology and
innovation are transforming the way government agencies serve citizens and perform vital functions. Central to this mission is the exploration of emerging technologies and their potential impact on government. Nextgov contributors include influential thinkers across government, academia, and the private sector, providing fresh and provocative insights on key federal IT topics.

**About Defense One:**
Defense One is a digital and events media brand informing the U.S. defense and national security leadership community by delivering news, breaking analysis, and ideas on the topics and trends defining the future of defense and national security. Produced by Government Executive Media Group of Atlantic Media, Defense One offers new voices and innovative, fearless commentary while providing national security leaders, influential professionals, stakeholders, and interested citizens across the defense spectrum with the information that they need to know.

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