**Alex Treadway Joins Route Fifty as Associate Publisher**

*Treadway returns to Atlantic Media from The Daily Caller and Washington Post*

Washington, D.C. (February 14, 2018) — **Alex Treadway** is returning to Atlantic Media as Associate Publisher for Route Fifty, Government Executive Media Group’s (GEMG) digital publication connecting state and local government officials, GEMG Chief Executive Officer Tim Hartman announced today. Treadway will serve under Route Fifty Publisher Hilery Sirpis, helping to drive strategy and business development across all revenue channels — digital, research, and events.

“We’re so pleased to welcome Alex at such an important moment in Route Fifty’s nearly three-year history,” Hartman said. “Alex brings more than 20 years’ worth of high-level digital sales experience with him, which will prove invaluable to our clients as they look to engage state and local government decision-makers.”

Treadway joins Route Fifty from The Daily Caller, where he most recently served as Chief Revenue Officer. He helped launch the site in January, 2010, and was instrumental in its success as it exceeded profitability projections in less than three years.

Prior to rejoining The Daily Caller in May 2017, Treadway spent two years with The Washington Post as Vice President of Leadership Sales. There, he built a team dedicated to helping corporations and associations message to Washington, D.C.’s key decision-makers.

Treadway’s first tour with Atlantic Media was 1999-2009, during which he became Managing Director for Strategic Client Services at National Journal.

“I’m thrilled at the opportunity to rejoin Atlantic Media, and in particular to be working with the Government Executive team that I have long admired,” Treadway said. “It is an exciting time to be a part of Route Fifty with so much focus on the public sector at the state and local level.”
Treadway joins Route Fifty at a time of significant growth for the publication, which saw a 13% bump in monthly unique visitors year over year in 2017. The site's database circulation has grown over 300% in the past 18 months, and revenue is up 23% year-over-year.

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**About Route Fifty:**

Route Fifty is Government Executive Media Group’s (GEMG) digital business-to-government publication and events brand covering and connecting state, county, and city governments across the United States. Building on the success of Government Executive’s State & Local channel, Route Fifty launched as a standalone brand in April 2015 to serve the needs of state and local government managers with news, analysis, and tools to help them better serve their citizens.

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