

The Public Manager

Media Kit 2009





From the Publisher

Dear Public-Sector Marketer,

The fiber of *The Public Manager* is public-sector excellence. Year after year, public managers turn to this journal as an exceptional resource for best practices, making us a leader in our market. This year our readership grew tremendously, and we anticipate greater expansion in 2010.

In 2008, the journal expanded through a variety of media. To further assist government managers and increase readership, we redesigned our Web site to improve ease of use, give more value to our readers, and offer our advertisers more opportunities for exposure. The new www.thepublicmanager.org features a searchable archive of our entire thirty-seven-year print history, a calendar of key public administration events, and an interactive, Web 2.0 online community. We also launched our public discussions program through our resoundingly successful July conference in Baltimore. Our dynamic range of functionalities, described here, helps marketers who use *The Public Manager* to better reach their audience.

The Public Manager is a practical marketing partner that offers a variety of opportunities to build awareness—as well as sales—of your products and services. We value your support and look forward to working with you.

Carrie Blustin
Publisher

2009–2010 Publication Schedule and Advertising Submission Deadlines

Printed Journal

Issue	Spring	Summer	Fall	Winter
Space reservation	February 16	May 18	August 17	November 10
Copy and art	March 6	June 5	September 4	November 18
Publication date	April 13	July 13	October 19	January 18

Web Site

Online advertisements will be scheduled to begin running on the month, day, and year indicated on the order form. Online advertisements should be successfully submitted at least one week prior to this starting date.

Please see back cover for contact information.

One of a Kind

Created by practitioners for practitioners, *The Public Manager* is the only journal of its kind. For more than thirty-seven years, public management professionals who cope with the sector's most pressing issues have relied on this journal for indispensable advice and insightful analysis. As the premier ally of public practitioners, we have an esteemed reputation that offers an unparalleled opportunity for advertisement. Our practical, thought-provoking content draws loyal readers from all levels of government and from all corners of the globe. Our readers include practitioners in federal, regional, state, local, and international government organizations, as well as consultants, students, and scholars interested in public management. Read on to find out how *The Public Manager* can help you target the public sector.



The Public Manager

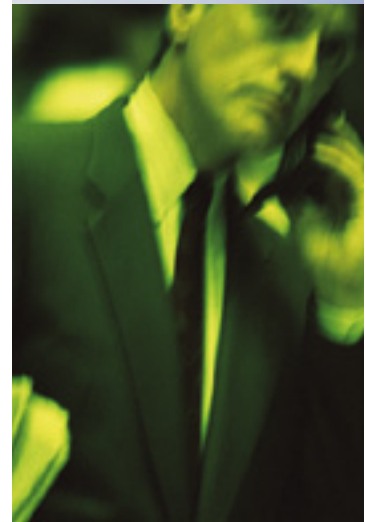
Value

The Public Manager offers advertisers true value: the opportunity to reach a growing number of informed, influential public-sector professionals—as well as young and future professionals—via a well-respected vehicle. As you examine our current rates, you will appreciate that we provide this opportunity at a much more equitable cost than other periodicals geared toward the same market.

Readers of *The Public Manager* have always been devoted to the journal. Through 2008, more than 70 percent had been subscribing for five or more years, and 11 percent had been loyal readers for twenty or more. We also realize a high “pass-along” rate through many of our institutional readers.

To expand our presence beyond the Beltway, we completely redesigned *The Public Manager* in 2005. Since then, our circulation has more than doubled, and we now reach a readership of twenty-three thousand (and counting). With every issue, we continue to attract more professionals from local, state, and international governments, more students and faculty from the nation's top public administration programs, and more individuals interested in the government's important decisions.

The Public Manager staff will work with you to maximize your exposure in the publication, on our Web site, and at our various public discussions program venues to give you optimum exposure to our audience of public management professionals.





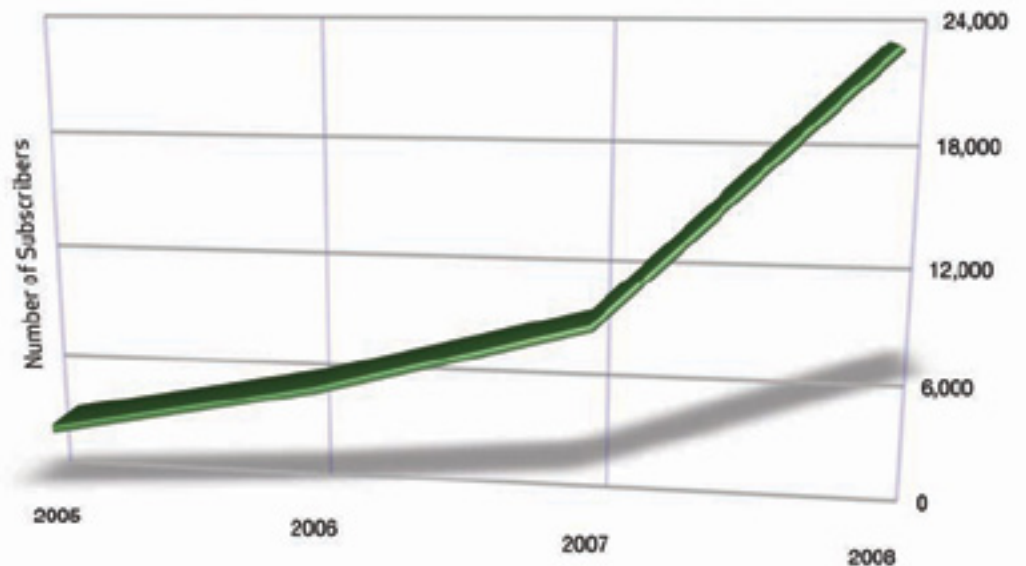
Excellence

Throughout its thirty-seven-year history, *The Public Manager* has been published by The Bureaucrat, Inc., a nonprofit organization devoted to promoting best practices in the public sector. Today we also benefit from the sponsorship, support, and resources provided by ASTD, an organization devoted to excellence in public-sector management. That means choosing to spend your advertising dollars in *The Public Manager* is much more than just a smart business decision. You are also choosing to support government excellence and contributing toward expanding the spirit of public service, ultimately bettering the public welfare.

Credible authors and reliable information make *The Public Manager* a trusted resource in the field. Knowing that the authors are practitioners gives readers confidence that practical, applicable knowledge can be gleaned from the journal. This confidence in the content of the journal influences readers to more easily embrace advertising in the journal as well.

Subscriptions Continue to Rise

Choosing to advertise with *The Public Manager* now ensures low rates and access to an ever-increasing number of readers.



There is no greater calling than to serve your fellow men. There is no greater contribution than to help the weak. There is no greater satisfaction than to have done it well.

—Walter Reuther

New Frontiers

In 2008, we continued to render the journal content expected by our readers while increasing our offerings for readers and advertisers.

Expanded Web Site and Journal Capabilities

The format and presentation capabilities of the journal and the functionality of our Web site went through an eye-catching evolution in 2008. To accompany this increased functionality, we now include Web advertisements as an additional source of exposure for our advertisers. This area offers increased and varied possibilities of recognition for our advertisers.

- In spring 2008, *The Public Manager* transitioned to full color, a culmination of our efforts over the past few years to continually update the content and the look and feel of the journal.
- Our Web site offers searchable access to our thirty-seven-year published history, providing an excellent research resource and additional advertising opportunities.
- Our new online community provides a Web 2.0 platform supporting dialogue among users on featured articles, additional content beyond the print edition, and user-posted content.
- Readers can directly interact with our Editor-in-Chief through his celebrated blog, *Agile Bureaucracy*, in addition to sharing ideas with each other in our topical e-forum area.
- An events calendar enables *The Public Manager* Web site users to stay up to date on public administration events.

Public Discussions Program

Our public discussions program engages practitioners at all levels—senior managers, young professionals, and public administration students—in all departments of government, the nonprofit sector, and related international communities. Each public discussions event offers numerous opportunities for advertising, promotion, and sponsorship.

We plan for the public discussion program to comprise

- six to eight seminars of roughly 20–30 participants to discuss specific tools and techniques of interest to practitioners on a select range of public management topics;
- two to four forums of 60–80 participants in different regions of the country to explore emerging or continuing public management challenges of interest to practitioners; and
- one annual conference of 300–400 participants that affords an interchange of ideas and best practice insights on broad topics of public management concern that resonate with our practitioner community of interest.

The public discussions program and the enhanced Web site present numerous additional possibilities for advertisers and will help us meet the needs of our readers and advertisers more effectively. We hope that you will be a part of our continued expansion.



Relevance

Navigating the many opportunities the public-sector market offers can be overwhelming. For over thirty-seven years, *The Public Manager's* mission has been clear: encouraging performance and professionalism at all levels of the government. We can assist you in developing an advertising plan that best matches your product or service with our editorial content.

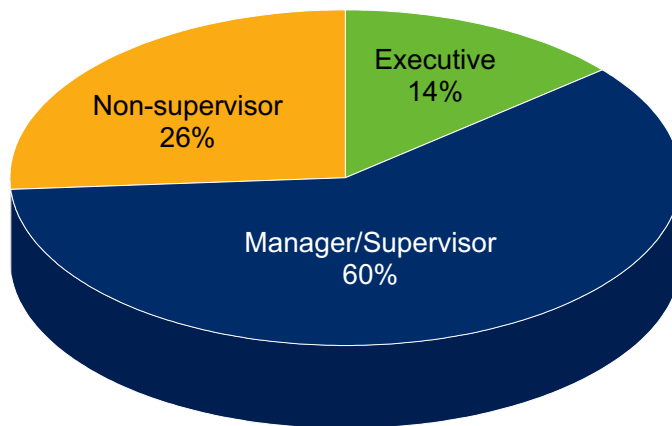
The Public Manager features articles related to five general topics:

- Administrative management
- Culture of bureaucracy
- Image of public service
- International development and comparative public management
- Policy development and management.

Because we rely on articles written on timely topics by public-sector managers, we do not have a detailed editorial calendar for the year. The topics above represent a range of the topics we cover. This gives us the flexibility to offer the most up-to-date content.

Reaching the Problem Solvers

The Public Manager attracts decision makers.



Source: *The Public Manager* reader survey, 2006.



I have the consolation, too, of having added nothing to my private fortune during my public service, and of retiring with hands clean as they are empty. –Thomas Jefferson



2009 Advertising Rates Overview

<i>The Public Manager</i>		
Description	Single Issue	Annual Package
Inside front cover (7"×10")	\$2,075	\$6,650
1st right-hand facing page (7"×10")	\$1,850	\$6,000
Inside back cover (7"×10")	\$2,075 SOLD	\$6,650 SOLD
Outside back cover (7"×10")	\$2,750	\$8,800
Full page (7"×9 5/8")	\$1,500	\$5,100
Half page horizontal (7"×4 3/4")	\$1,125	\$3,825
Web Site: www.thepublicmanager.org		
Description	Single Month	Three Month Package
Rectangle (336×280 px)	\$675	\$1,620
Leaderboard (728×90 px)	\$475	\$1,140
Wide skyscraper (160×600 px)	\$675	\$1,620
Public Discussions Program		
Please contact us for specific details.		
Description of Sponsors	Estimated Number of Sponsors	
Half-day seminar with 20–30 participants	2 each	
General sponsor	2 each	
Full-day forum with 60–80 participants	2–4 each	
General sponsor	2–4 each	
Meal sponsor	1–2 each	
Coffee break sponsor	2 each	
Two-day annual conference with 300–400 participants	2–4 each	
General sponsor	2–4 each	
Meal sponsor	4 each	
Solutions Workshop sponsor	6–8 each	
Exhibitor	30 each	
Advertiser	10–20 each	
Roundtable Sponsor	10 each	
Notes		
<ul style="list-style-type: none"> • Content and design of ads is subject to publisher's review and approval • Prices listed are net; no further discounts are allowed 		

Technical Specifications

Please see our Web site, www.thepublicmanager.org, for technical specifications on print and Web-based advertisements.





For more information about advertising in *The Public Manager*, please contact:

Sheri M. Fuller
Senior Vice President, Sales
Network Media Partners, Inc.
Executive Plaza I, Suite 900
11350 McCormick Road
Hunt Valley, MD 21031

tpm@networkmediapartners.com
410-584-1973 (phone)
410-584-8491 (fax)

Carrie Blustin
Director and Publisher, *The Public Manager*
ASTD
1640 King Street
Alexandria, VA 22313

703.683.7263 (work phone)
202.615.8640 (cell phone)
866.456.1035 (fax)
www.thepublicmanager.org

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