



About our readers:

Distributed nationally, across federal, provincial and municipal jurisdictions, *Canadian Government Executive* readers represent Canada's elite government decision makers including top public sector managers, cabinet ministers and elected representatives.

Canadian Government Executive provides authoritative coverage of the news, views and trends in leadership tools, innovation and success stories.

Why Canadian Government Executive?

Brand recognition - *Canadian Government Executive* is the trade journal of record for public sector executives. Now in its 11th year of publishing, *Canadian Government Executive* is **clearly recognized as the "definitive information source" for public sector executives.**

Reach - Published bi-monthly, *Canadian Government Executive* **reaches over 20,000 qualified subscribers*** including ministers, deputy ministers, directors, general directors, CIO's and heads of departments.

* CCAB audit application submitted fall 2004

Well-written - In-depth articles, written by experts within the public and private sector ensure that each issue is timely and relevant. **Editorial excellence is monitored by an editorial advisory board that consists of a "who's, who" within public management.**

Cost effective - Only *Canadian Government Executive* **delivers the highest qualified circulation of government executives** within the Canadian marketplace: **Targeted readership without the waste!**