

# Leadership connect

Media Kit | 2025

Leadership Connect's marketing services provide white-glove support to help clients seamlessly accelerate their reach and influence within the policy and public affairs ecosystem.

 (202) 347-7757



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**Leadership Connect is a data-driven decision intelligence platform trusted for over 50 years by policy-makers, legislative and regulatory staff, advocacy leaders, and think tank executives. We empower over 45,000+ daily users in the policy ecosystem to access the right people, at the right time, for the right outcome.**

With our white-glove marketing services, we help you seamlessly insert your message into the daily workflow of Washington's most influential policy actors.

### The Leadership Connect Advantage

- ✓ Reach top Congressional staff, agency liaisons, and policy influencers with unmatched precision and credibility.
- ✓ Expand your reach with Leadership Connect's LinkedIn
- ✓ Get more eyes on your news and announcements with a feature in our Weekly Newsletter
- ✓ Put your voice in the room where policy is shaped—not filtered through editorial or algorithms.
- ✓ Build new relationships with the right people for your business goals



Our services connect you with the people driving national policy conversations and outcomes. Tap into a premium audience of government staff, advocacy leaders, and policy professionals who influence legislation, regulation, and public priorities. Experience unparalleled access to the voices shaping policy at every level.

### Newsletter Reach

70,000+ Government & Industry Decision-Makers from over 1,200 Organizations

### LinkedIn Reach

13,000+ Government & Industry Decision-Makers  
Potential to reach up to 240,000,000+ LinkedIn members with ad boosting capabilities

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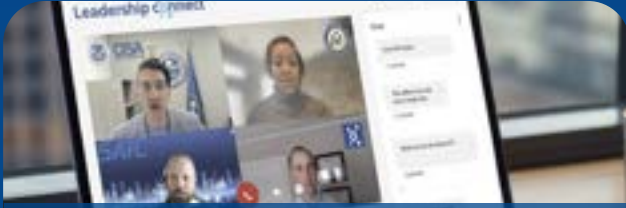


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Create your custom marketing services package from our menu options below:



### WEBINAR SPONSORSHIP

- Host a co-created moderate panel discussion with input into expert panelists and final questions
- Option to host a series or single webinar
- White paper after webinar summary



### EMAIL OPTIONS

- Dedicated email marketing assistance
- Expert creative assistance on industry-standard email marketing copy, design, and campaigns
- Feature in our Data-Driven Update email series



### FEATURED IN-PERSON EVENTS

- Co-host a Happy Hour networking at the Leadership Connect office in downtown DC
- Curate your program content with a half-day networking event
- Host an exclusive roundtable discussion with industry leaders and public sector experts to foster high-impact dialogue and relationship-building



### SOCIAL MEDIA MARKETING

- Your content re-posted to our 13,000+ LinkedIn followers
- Custom post(s) from Leadership Connect
- Access to audience insights to see which top companies frequently engage with our page



### NEWSLETTER OFFERINGS

- Featured article or webpage in the Data-Driven Insights or Connect with Headlines sections
- Call out your people moves in the Who's In, Who's Out section
- Advertise your upcoming event
- Your logo and tagline featured in a banner ad



### THOUGHT LEADERSHIP

- Co-branded white paper recap of webinar content
- Survey data and infographic designs
- Interview series writeups
- Blog posts features

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### Event Services What to Expect

**Lead time:** 3-6 Months

**Format:** Webinars, roundtables, and networking events tailored to your goals

**Access:** Live participation with post-event assets

**Promotion:** Fully co-branded event marketing and outreach

**Platforms:** Virtual (Zoom/Webinar) and In-Person options available

**Content:** Co-created by your team and Leadership Connect for maximum relevance

**Engagement:** Guaranteed qualified audience participation and opt-in contact list

**Reach:** 45,000+ policy and government professionals across sectors

### Happy Hour

*Make lasting connections in the room where policy relationships begin.*

- ✓ Marketing materials for output
- ✓ Logo on Registration Website and all Marketing
- ✓ Co-Branded Happy Hour on decided subject area
- ✓ Exclusive access to registration list to prepare networking efforts
- ✓ Photos from the event for your own social media promotion

### Webinar

*Policy conversations with purpose—and reach.*

- ✓ Moderated panel discussion with topic experts
- ✓ Event Content Co-Created with Leadership Connect
- ✓ Collaboration for Questions
- ✓ Marketing materials for output
- ✓ SME on panel
- ✓ Webinar reach: 45,000+ industry & government professionals
- ✓ Registration List
- ✓ Logo on Registration Website and all Marketing

### Leadership Policy Roundtable

*An off-the-record forum for strategic policy dialogue.*

- ✓ Moderated roundtable discussion with policy experts
- ✓ Event content co-created with Leadership Connect
- ✓ Collaboration on discussion topics and attendee curation
- ✓ Thoughtful question development and agenda alignment
- ✓ 2–3 subject matter experts will participate
- ✓ Curated guest list of 15–20 senior leaders from government, associations, think tanks, and industry
- ✓ Full opt-in attendee registration list provided
- ✓ Sponsor logo featured on all invitations and promotional materials

Custom Packages and Thought Leadership Services available upon request.

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## Event Impact Report | 2025

### The Leadership Connect Difference — Events That Move the Policy Ecosystem

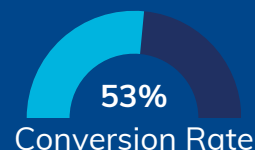
This report spotlights key engagement metrics and highlights the top organizations interacting with our events, underscoring the strategic value Leadership Connect Events deliver. By fostering high-impact connections, targeted visibility, and meaningful engagement across the policy landscape, our events continue to drive measurable outcomes for attendees and partners alike.

**Audience Size: 45,000+**

Federal Agencies,  
Hill, EOP



Think Tanks,  
Associations, Universities Industry



### Why Leadership Connect Events?

#### Target the Right Audience—Every Time

- Reach 70,000+ engaged Government Affairs professionals across 1,200+ agencies and companies. Every message is delivered directly to a curated, high-impact audience—maximizing visibility and influence where it matters most.

#### White-Glove Execution from Start to Finish

- From strategic planning and speaker coordination to creative promotion, technical logistics, and post-event follow-up, we handle every detail—so you can stay focused on your message.

#### Guaranteed Reach. Proven Engagement.

- Each event delivers a guaranteed minimum of 100 qualified registrants and averages a 48% live attendance rate—driving real-time interaction with decision-makers who matter.

#### Multi-Channel Amplification That Extends Your Impact

- Events are promoted and recapped through targeted newsletters, email campaigns, LinkedIn, on-demand content, and blogs—expanding reach and engagement well beyond the live event.

#### Trusted by Public and Private Sector Leaders

- From GAO and DHS to Amazon and Microsoft, top agencies and tech leaders rely on Leadership Connect to facilitate meaningful, mission-driven conversations.

#### Precision Targeting Backed by Unrivaled Data

- With access to over 45,000 verified federal decision-makers, our campaigns are built on decades of people intelligence—ensuring your message lands with the right stakeholders at the right time.

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## Newsletter Advertising | 2025

Leadership Connect's newsletter advertising capabilities significantly expand your reach and influence across the policy landscape. Deliver targeted updates and thought leadership to the public affairs community—driving engagement, visibility, and meaningful connection with those shaping legislative and regulatory outcomes.



### Data-Driven Insights

**Leadership Trends 2025: Environment, Geopolitics And The Economic Landscape**  
In 2025, leaders will need to navigate environmental challenges, geopolitical tensions, and economic shifts, embracing adaptability and resilience.

[Read More >>>](#)

### Hear From the Experts | Cybersecurity in the Public Sector

CISA, Booz Allen, and KPMG came together to discuss best strategies for federal agencies, their most trusted defense methods, and the overall cybersecurity landscape.

[Read More >>>](#)

**Forbes**



### Perfecting Proposals | 5 Strategies from Leadership Connect and Vultron

Vultron focused on educating leaders on federal proposal writing.



## WHO'S IN, WHO'S OUT

Highlight your most important people moves here to make sure your company's decision-makers connect with the right people.

## THOUGHT LEADERSHIP

Boost your visibility and position yourself as an industry thought leader with a featured article from your company.

## YOUR UPCOMING EVENT

Target your preferred audience and promote your networking events.

## BANNER AD

Get more eyes on your logo or other ad materials with a featured banner ad call out.



View ad specifications and the full newsletter layout [here](#).

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Newsletter Marketing Services  
**What to Expect**

## A La Carte Options

### WHO'S IN, WHO'S OUT AD

Is there a key decision-maker at your company who you want to promote? Give Leadership Connect's network an exclusive look at your most important people moves and position shifts with a highlighted feature of your most important people. We'll feature their headshot, name, & title, while also linking to their Leadership Connect profile.

### UPCOMING EVENT AD

Advertise your upcoming events in our Newsletter to increase your brand awareness and boost registration numbers. We will include the date, time, & location of your event, as well as any other relevant details.

### THOUGHT LEADERSHIP AD

Show off your best and brightest with a feature article spotlight. We'll include your company's work in our Data-Driven Insights Newsletter section where your content can get more clicks, and you can establish yourself as a critical thought leader in the Government Affairs and Policy landscape.

### BANNER AD

Get your logo and company tagline in front of more decision-makers with a large banner ad feature. You'll have joint approval of design, placement, and copy before the Newsletter is sent out.

### MOVERS & SHAKERS- 1 A WEEK

Feature your logo and message in the weekly Movers & Shakers Product Alert—a high-visibility in-platform banner seen by all users tracking personnel changes and influence. This exclusive placement ensures your brand is aligned with timely updates and kept at top-of-mind for policy professionals.

## Audience Breakdown



Congress

Government Affairs

Federal Government

Government Contractors

Communications Firms

Higher Education

Think Tanks & Associations

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## Monthly Newsletter Impact Report | 2025

The Leadership Connect Newsletter is a premier industry publication, delivering crucial insights, government updates, and expert analysis to a highly engaged and influential audience.

This report highlights key engagement metrics and the top organizations interacting with our content, demonstrating the newsletter's value as a prime platform for advertising.

**Audience Size: 72,426**

Federal Agencies, Hill, EOP



28%

Think Tanks, Associations, Universities



28%

Government Contracting



19%

Industry



25%



### 2025 Performance

Open Rate

CTR

Click Rate

Read Time >3 Seconds

### January-May Avg

7.17%

7.56%

0.51%

90.50%

### All-Time Highs

11.6%

10.77%

0.63%

91.38%

## Why Advertise with Leadership Connect?

**Elite Audience:** Our readership includes top decision-makers in government, business, and academia.

**High Engagement:** Over 89% of subscribers either read or skim the newsletter, ensuring visibility for your brand.

**Targeted Reach:** Your message will be seen by key players from major organizations actively engaging with our content.

**Proven Performance:** With strong open and click-through rates, advertisers can expect impactful exposure and engagement.

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## Email and Social Media Services | 2025

Leadership Connect's email and social media services broaden your reach and amplify your influence across the policy ecosystem. Our targeted campaigns deliver timely, relevant messaging to decision-makers and advocates—driving engagement, visibility, and audience growth across newsletters, LinkedIn, and beyond.

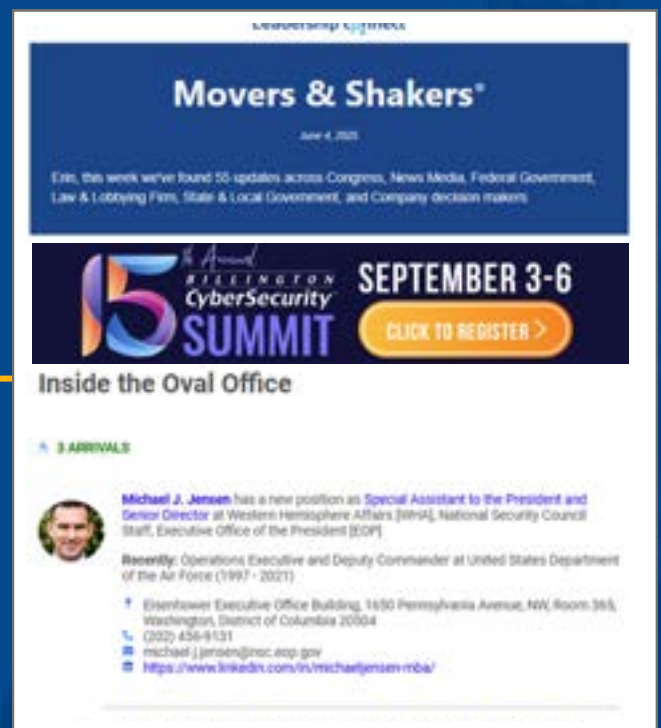


### LINKEDIN POSTS

Extend your message to thousands of engaged policy professionals through Leadership Connect's LinkedIn—ideal for visibility, influence, and campaign amplification.

### MOVERS AND SHAKERS AD

Promote your brand in our daily Movers & Shakers newsletter—trusted by policy professionals to track key personnel moves and updates.




### CUSTOMIZED EMAIL

Send your custom message to a targeted audience of policy influencers. Promote announcements, events, or insights directly to their inbox.

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### Email & Social Media Services What to Expect

#### A La Carte Options

##### SINGLE SEND EMAIL

Need help crafting or designing an email to your clients? Leadership Connect's Marketing team will help advise you on all aspects of an effective email send.

##### EMAIL CAMPAIGN

Utilize our creative assistance to help craft marketing emails for your campaigns. We'll discuss cadence, audience, messaging, and more with this professional service.

##### FEATURE IN DATA- DRIVEN UPDATES

Get a shoutout in Leadership Connect's monthly Data-Driven Updates email to all of our users. We'll feature anything from your people moves, acquisitions, awards, and more.

##### SINGLE LINKEDIN POST

Have something you really want to promote to a larger audience? Whether it's a new company capability, new important hires, or a compelling piece of content, Leadership Connect will craft an original post about your company on our page for our 13,000+ followers.

##### LINKEDIN SERIES

Take the single post a step further with a LinkedIn campaign. We'll agree on a number of posts and the preferred content and cadence to get your name and content in front of our audience multiple times.

##### REDISTRIBUTION OF YOUR CONTENT

Show off your own social media skills on the Leadership Connect LinkedIn page with a repost of your original content. We'll share your content and collaborate with you to craft the perfect captions and CTAs.

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Thought Leadership Services  
**What to Expect**

## A La Carte Options

### SURVEYS & INFOGRAPHICS

Want more data on your customers or peers? We'll conduct market surveys during our live webinars and via email for exclusive industry insights. We will then collect the data and distribute to you. Option to use Leadership Connect's Marketing Team to transform survey data into infographics.

### CO-BRANDED WHITE PAPER

Leadership Connect will collaborate with your team to create a customized white paper featuring expert insights, company perspectives, and optional data or polling highlights. The final piece includes your branding and is designed for distribution across email, social, and our 70,000+ subscriber newsletter.

### INTERVIEW

Feature your decision-maker in our Spotlight Interview series. Our team will conduct and write-up the interview which will then be live on our website and promoted on our company social media channels. Option to conduct interviews with certain individuals and collect the data as a survey.

### BLOG POST FEATURE

Link to your company site, Leadership Connect profile, chosen content, and more in Leadership Connect's monthly blog posts. The posts are publicly available on our company website and are promoted on LinkedIn. Option to include links to the blog in the weekly Newsletter.

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# Leadership connect

Reach of Audience

## Government



## Government Contracting



## Government Affairs



## Advisory



## Non-Profits



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## Captured Connections



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