

Leadership connect

Media Kit | 2025

Leadership Connect's marketing services provide white-glove support to help clients seamlessly accelerate their reach and impact within the Federal IT ecosystem.

 (202) 347-7757

 www.leadershipconnect.io

 Contact Us

Leadership connect

Media Kit | 2025

Leadership Connect is a data-driven decision intelligence company trusted by the public sector for over 50 years. We empower over 45,000+ leaders, top-performers, and new hires in the procurement and contracting communities to make better, faster, more informed decisions every day.

The Leadership Connect Advantage

- ✓ Used by the same federal procurement and IT leaders you want to reach
- ✓ 50+ years tracking the buyers, CIOs, and contracting officers who control contracts
- ✓ Recognize your brand among top federal decision-makers in IT and procurement
- ✓ Extend your reach through our trusted LinkedIn audience of government professionals
- ✓ Feature your news in our Weekly Newsletter, read by agency and contractor leadership
- ✓ Reach real people with verified influence — not just job titles. Stand out with access built on a paid platform your audience already relies on
- ✓ Build the right relationships to support your business goals



Our services connect you with decision-makers and influencers in the Federal IT ecosystem. Tap into a premium audience that drives impactful engagement and maximizes your outreach. Experience unparalleled access to the key players shaping the future of government technology.

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

[Contact Us](#)



www.leadershipconnect.io

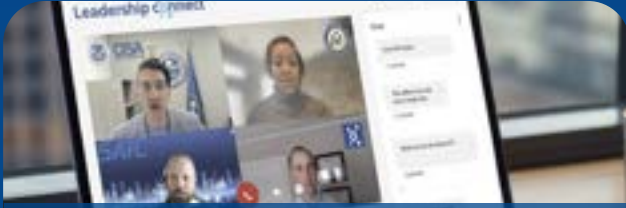


(202) 347-7757

Leadership connect

Media Kit | 2025

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
- 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 on our 12,000+ 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

[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Media Kit | 2025



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

Network with purpose and build real relationships with those shaping federal procurement.

- ✓ 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

Where procurement priorities meet public-sector engagement.

- ✓ 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 Procurement Roundtable

Where strategic procurement dialogue sparks lasting relationships between government and industry.

- ✓ Moderated roundtable discussion with procurement experts that you want to connect with
- ✓ 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.

[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Event Impact Report | 2025

The Leadership Connect Difference — Events That Move the Federal IT Ecosystem

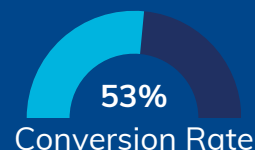
This report spotlights key engagement metrics and highlights the top organizations interacting with our events, underscoring the strategic value Leadership Connect Events deliver. By fostering high-impact connections, targeted visibility, and meaningful engagement across the Federal IT landscape, our 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 Federal IT 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.

Custom Packages and Thought Leadership Services available upon request.

[Contact Us](#)

[Pricing Request](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Newsletter Advertising | 2025

Leadership Connect's newsletter advertisement capabilities vastly broaden your reach and impact on the Federal IT ecosystem. You'll reach your network and beyond with informed with targeted updates and industry insights, driving engagement and tailored audience-building success.



Who's In, Who's Out

Connect with Movers and Shakers from Congress, News Media, Federal Government, Law & Lobbying firms, State & Local Government, and key Company decision-makers. Find out who is departing and who is filling their spots.



Scott Kasper



Nadine Rosenberg



David A. Fink



Denise Brothman



Anthony Martinez



John P. Hadden



Mark English



Mark Haden

See More Arrivals & Departures >>>

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

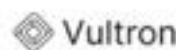


Booz Allen

KPMG

Perfecting Proposals | 5 Strategies from Leadership Connect and Vultron

Vultron focused on educating leaders on federal proposal writing.



Upcoming Industry Events

- Your Event Name | Date | Location
- Administration Changes: Securing Public Sector IT in Times of Transition
January 16 | Virtual
- Navigating AI: Challenges and Successes in Acquisition and Adoption
January 23 | Virtual

THIS COULD BE YOUR

COMPANY NEWS • PRODUCT OFFERINGS • SPONSORSHIP

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](#).

[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Media Kit | 2025



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 on 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 Federal IT 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 top-of-mind for active policy professionals.

Audience Breakdown



Congress

Government Affairs

Federal Government

Government Contractors

Communications Firms

Higher Education

Think Tanks & Associations

Custom Packages and Services available upon request.

[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

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.

[Contact Us](#)

[Pricing Request](#)



www.leadershipconnect.io

(202) 347-7757

Leadership connect

Email and Social Media Services | 2025

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

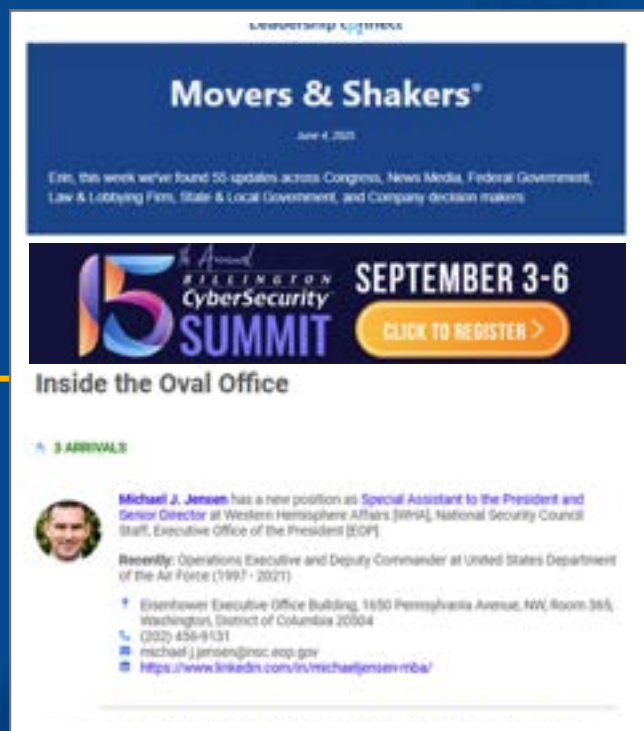


LINKEDIN POSTS

Boost visibility among federal buyers and influencers with targeted posts on Leadership Connect's LinkedIn—where the procurement community stays connected.

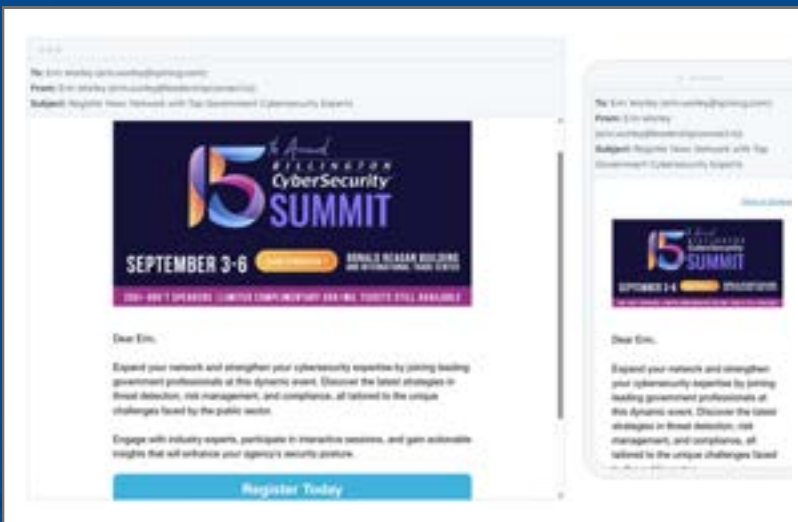
MOVERS AND SHAKERS AD

Place your brand inside the daily briefing trusted by federal procurement and acquisition professionals to track leadership and agency moves.



CUSTOMIZED EMAIL

Send your message directly to key players in the Federal IT and acquisition space—ideal for promoting capabilities, events, or contract wins.



Contact Us



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Media Kit | 2025



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 12,000+ 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.

Custom Packages and Services available upon request.

[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Media Kit | 2025



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

After our co-branded webinar, Leadership Connect will provide you with a key takeaways white paper article for your distribution. The white paper will include highlights from the webinar, quotes from your company expert, and links to the web recording.

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.

Custom Packages and Services available upon request.

[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757

Leadership connect

Reach of Audience

Government



Government Contracting



Government Affairs



Advisory



Non-Profits



[Contact Us](#)

www.leadershipconnect.io (202) 347-7757

Leadership connect

Captured Connections



[Contact Us](#)



www.leadershipconnect.io



(202) 347-7757