

GPN

Government Product News

For more information on any of these or our other custom products, please contact your local government media specialist.

Penton Government Group Custom Media specializes in custom media solutions for the government market. Backed by more than 100 years of Penton Media Inc.'s communication expertise, Penton Government Group Custom Media provides a full range of services to help our clients build more profitable customer relationships. We partner with our clients to set goals and identify marketing strategies best suited to our client's situation. With access to a virtually unlimited array of internal and external resources for research, editorial, design, production, and in-depth business information experience, we offer solutions that create results for our partners. Penton Government Group Custom Media will customize a marketing solution that perfectly fits your objectives. Some of our most popular communication vehicles include:

Magazines

A single-sponsored magazine is often the communication vehicle of choice when it comes to delivering on the brand message of your company. A magazine can also be the driver behind changing perceptions and behavioral patterns.

Penton Government Group Custom Media offers a turnkey solution to produce a magazine specifically tied to your marketing objectives.

Newsletters

Whether print or electronic, a newsletter is a proven and effective means of communicating with your customers, internal and external.

Penton Government Group Custom Media works with newsletter clients to ensure that the newsletter message stays consistent, as well as engaging and informative to the reader. We work with your communication team to identify the key marketing objectives of the newsletter, and create an ROI plan that works for your organization.

eBooks

With our free eBooks, our objective is the same as with our publications: to deliver authoritative, technically correct, and valuable content that helps professionals perform their jobs more easily.

Through corporate sponsors, Penton Government Group Custom Media delivers a new model in book publishing by providing readers, at no cost, with high-quality eBooks about critical industry topics. These eBooks offer the same quality content readers come to expect from our magazines.

Web Portals

Content web portals and microsites are now an important part of any integrated marketing mix. Most companies and associations have a vast inventory of key content, but are sometimes unsure of how to leverage it. Penton Government Group Custom Media will partner with your organization to analyze the content you have to establish key thought leadership topics.



Webcasts

A webcast (web seminars/web conferencing) is a marketing tool that allows you to deliver a message utilizing streaming web technology. By combining the powerful visual content of a Web conference with streaming audio, global audiences can be easily and quickly reached with a communications medium that is both real-time and visually rich.

Webcasts are one of the best marketing methods for obtaining qualified leads. All registration and attendee information is captured and delivered to you in real-time, as well as all feedback and Q&A information, delivering immediate return on investment.

In-Person Roadshows

Our Custom Events Group collaborates with your organization on a presentation to the public and combines forces with third-party subject matter experts to deliver free conferences about current topic, products or innovative concepts. These events deliver a branded, face-to-face marketing presentation for primary sponsors to deliver critical information to target and influence the buyers and users of the sponsors products and solutions.