Problem setting. Analysis of the essence of the distribution system in the complex of public marketing proves the relevance of this problem for the theory and practice of public administration. Determining the distribution system in the complex of public marketing and its main elements greatly affects the success of further analysis of marketing activities of public administration entities.

Recent research and publications analysis. Researches on the development and formation of the basic theoretical foundations of public marketing were conducted by such foreign and Ukrainian researchers as Iryna Budnikevich, Peter Drucker, Iryna Zosimova Philip Kotler, Evgen Romanenko, Katerina Romanenko, Evgen Romat, Volodymir Shatun, Iryna Chaplai as well as other Ukrainian and foreign authors.

Paper objective. To analyze the concept of distribution in the complex of public marketing and to identify the main distribution tools in public administration.

Paper main body. The article describes the essence and features of the distribution system as an element of the public marketing complex. The distribution system in public marketing is a set of informational, material and financial flows that determine the convenience of time and space for target markets for services provided by public administration.

The author analyzes the place of distribution in the public marketing mix and specifies its specific characteristics. Acting as one of the main elements of the public marketing complex, public distribution is an integral part of public marketing. Public distribution is realized in the form of a flow of public services and physical goods, exchanging on certain norms of citizens behavior and relatively rarely - for certain amounts of money. Investigations of the switching element in the public marketing
system indicate that this element not only dramatically affects the effectiveness of public marketing activities, but also largely determines the very ability of public administration entities to implement the principles of marketing to their activities.

It is determined that today the distribution system in public marketing is very rarely managed on a marketing basis. There are also significant additional corruption risks in the "scatter" of various channels, the involvement of numerous intermediaries and providers of public services in the distribution system of the public marketing complex.

The association of marketing policy of distribution of subjects of public administration with the implementation of the concept of e-governance is determined. It provides additional convenience to consumers of public services, simplifies the process of issuing administrative services, greatly increases the transparency of this process, and strengthens the democratic foundations of direct relationships between public authorities and the public, as well as representatives of certain communities of consumers of administrative services.

Conclusions of the research. The analysis proves that the use of a universal marketing concept is one of the promising directions for improving the system of public administration. Investigation of the distribution element in the complex of public marketing shows that this element not only dramatically affects the effectiveness of public marketing activities, but also largely determines the very ability of public administration entities to introduce the principles of marketing to their activities.