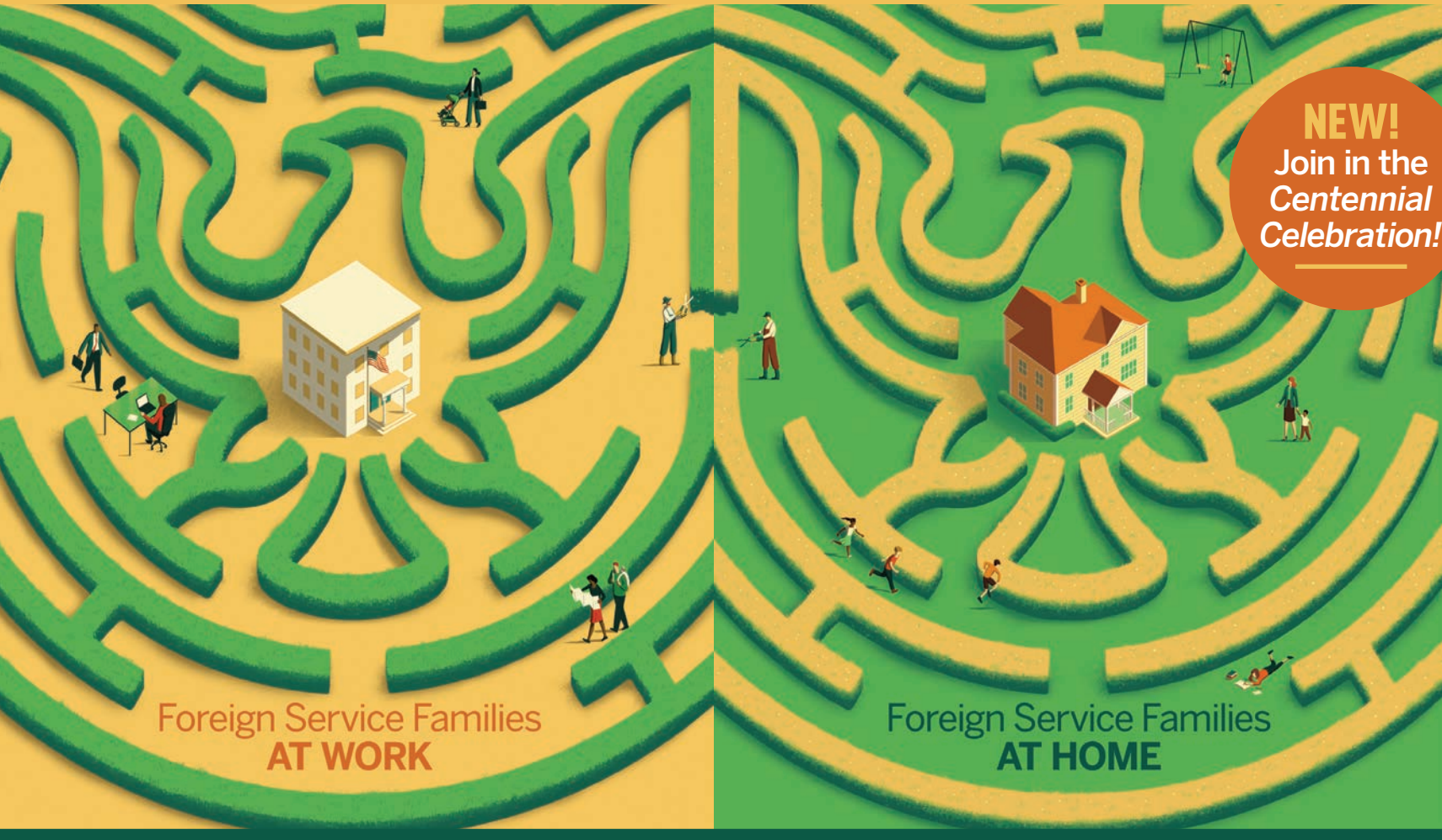


THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



2024 MEDIA KIT

Your Resource to Reach Diplomats and
The Foreign Affairs Community

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

LET THE *JOURNAL*
INFORM DIPLOMATS
OF THE GLOBAL
IMPORTANCE OF
YOUR FIRM OR
ORGANIZATION.



New ways to connect with
The Foreign Service Journal:

Follow us on our *FSJ* LinkedIn Page:

www.linkedin.com/company/the-foreign-service-journal

Subscribe to the “*FSJ* Insider”
for email updates:



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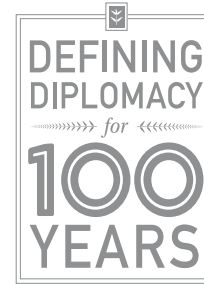
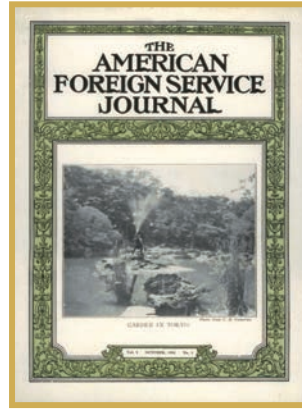
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(202) 338-4045

GLOBAL INFLUENCE, LOCAL IMPACT

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

Published since 1919, *The Foreign Service Journal* is the only foreign affairs magazine written specifically for members of the U.S. Foreign Service and other foreign affairs professionals. It comprises a vital mix of foreign affairs coverage and discussion of work and life inside the U.S. Foreign Service for a balanced and lively read.



RECENT AWARDS

TRENDY AWARD FROM ASSOCIATION TRENDS:



Gold in the category of "Monthly Professional Society Magazine" (October 2022).

Silver in the category of "Monthly Professional Society Magazine" (September 2021).

TABBIE AWARDS FROM THE TRADE, ASSOCIATION, BUSINESS PUBLICATIONS INTERNATIONAL (TABPI):



Gold in the category of "Special Section" (March 2022 & September 2021).

Bronze in the category of "Single Issue" (May 2021).

EXCEL AWARD FROM SIIA'S ASSOCIATION MEDIA & PUBLISHING NETWORK:



Gold in the category of "Dedicated Issue" (September 2020).

Silver in the category of "Single Topic Issue" (March 2022).

Bronze in the category of "Single Topic Issue" (June 2022 & May 2021).

PROFILE OF THE FSJ

- Print circulation of **18,000**
- Published **10x** per year, with Jan/Feb and Jul/Aug as double issues
- The online version (Flipping Book, PDF, HTML) is posted in full and shared through social media, extending the reach to about **36,000** interested and engaged readers
- Readers include active-duty and retired foreign affairs professionals across the United States and more than **150** other countries
- Nearly **80%** of all career Foreign Service officers and specialists are subscribers
- Delivered to every U.S. embassy and consulate, as well as inside the State Department and the other foreign affairs agencies, and to every member of Congress and all foreign embassies in Washington, D.C.

100+ YEARS OF EDITORIAL EXCELLENCE

READERSHIP DEMOGRAPHICS

The *FSJ* offers a high-profile and professional readership that includes high-level diplomats, development professionals, members of Congress, think-tank analysts, journalists, military personnel, academics, foreign diplomats in Washington, and others involved in foreign affairs.

Whether at home or abroad, our globally mobile readers see *The Foreign Service Journal* as a lifeline to products and services—such as financial management, automobiles, insurance, real estate, extended-stay housing, schools, and retirement living options—that meet their unique needs.

Source: 2020 Marketing Survey

ACCORDING TO A RECENT READER SURVEY

87% OF OUR READERS HAVE A COLLEGE DEGREE OR HIGHER

66% HAVE POSTGRADUATE STUDY

46% MAY SEEK HIGHER EDUCATION

76% SEEK TAX OR FINANCIAL ADVICE

62% ARE AGE 50 OR OLDER

49% READ MORE THAN 10 BOOKS PER YEAR

80% VISIT THE AFSA WEBSITE

USEFULNESS OF ADVERTISEMENTS

85% OF READERS FIND OUR ADVERTISEMENTS USEFUL

62% VISITED A WEBSITE MENTIONED IN AN AD

40% FOUND BUSINESSES THAT OFFER SERVICES THEY NEED

HOUSEHOLD INCOME AND INVESTMENTS

AVERAGE ANNUAL HOUSEHOLD INCOME: **\$124,644**

85% OF READERS HAVE AN AVERAGE HOUSEHOLD INCOME OVER \$100,000

76% OWN ONE OR MORE HOMES

55% HAVE AN INVESTMENT PORTFOLIO OVER \$500,000

AVERAGE VALUE OF PORTFOLIO INVESTMENTS: **\$470,540**

AVERAGE VALUE OF HOMES: **\$560,000**

FSJ READERS ARE EXCEPTIONAL



DEPARTMENTS AND COLUMNS

President's Views: a letter to our readers from AFSA's president

Speaking Out: the opinion page, where diplomats share their ideas on solving issues of concern

Focus: a set of articles on the theme of the month

Talking Points: important diplomacy news and recent events

AFSA News: AFSA's biggest news and events for our members; the official record of the association

FS Know-How: key issues specific to foreign affairs personnel and their families

FS Heritage: a look back at historic moments and people influencing the Foreign Service

Family Member Matters: a forum for the Foreign Service family to discuss issues and ideas

Books: reviews of recent diplomacy-related titles

Straight from the Source: a space for officials to tell the community what the foreign affairs agencies are doing, what new policies are being put in place, and why

Reflections: diplomats reflect on their personal experiences abroad, often with humor and grace

Local Lens: striking photos that capture life and work around the world

2024 EDITORIAL CALENDAR

The *Journal* is planning an entire year of special recognition for the AFSA and U.S. Foreign Service centennial!

ISSUE	PLANNED EDITORIAL	DEADLINES	
		SPACE	MATERIALS
JANUARY-FEBRUARY	AFSA and Foreign Service Centennial Year Kickoff	11/14/23	12/1/23
MARCH	Diplomacy Oral Histories	1/16/24	1/30/24
APRIL	Anti-Bullying in the Workplace	2/16/24	3/4/24
MAY	Centennial Anniversary Edition	3/17/24	3/29/24
JUNE	Next Generation Diplomacy	4/17/24	5/1/24
JULY-AUGUST	Foreign Assistance Work Today	5/15/24	5/30/24
SEPTEMBER	Climate Change Diplomacy	7/19/24	8/2/24
OCTOBER	Engagement with Africa	8/17/24	8/31/24
NOVEMBER	Foreign Service Authors—In Their Own Write	9/15/24	9/29/24
DECEMBER	AFSA Award Winners for Lifetime Achievement, Dissent and Outstanding Performance	10/16/24	10/30/24

Turn to page 6 to learn about our planned special sections and supplements.

*Editorial is subject to change

**Last updated September 2023

CONTENT-DRIVEN THOUGHT-LEADER

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

PLANNED SPECIAL ADVERTISING SECTIONS & SUPPLEMENTS

This year marks 100 years of AFSA and the U.S. Foreign Service and the *Journal* will recognize this milestone **all-year long**. Consider placing your special congratulatory message throughout the year to reach our audience of engaged readers.

January/February (double issue)

Tax Guide: This very popular annual section features AFSA's presentation of federal and state tax provisions relevant to members of the Foreign Service, including state pension and annuity taxes, both presented in separate state-by-state overviews. Place your ad alongside this up-to-date information that covers critical tax issues for our readers and gain excellent visibility for your firm.

January through December

Real Estate & Property Management: In every issue of the *Journal*, we offer a special advertising section devoted to real estate and property management companies and services. Our readers are sophisticated consumers and savvy investors looking for a new place to live or a professional to manage their property while they serve abroad.

April & September

Retirement: The April edition will cover all things retirement, from financial planning to ideas and stories about life after the Foreign Service. Our retired and active-duty readers find these topics to be critically important. This is a perfect opportunity to showcase your community or business to our hard-to-reach demographic. The September edition offers a special advertising section to highlight your community and reach our audience with full impact.

May

The Centennial: Celebrating 100 years of AFSA and the U.S. Foreign Service. To honor this important milestone, we look at the history, the current state, and the future of AFSA and the Foreign Service. Place a special congratulatory message and reach our audience of engaged readers. See also page 7.

May, June & July/August (double issue)

Lodging & Extended Stay: Whether you are a small boutique hotel or a worldwide chain, short- or long-term corporate housing, summer transfer season is a great time to grab the attention of the Foreign Service. Beginning in May, and continuing through the summer, they pass through the Washington, D.C. metropolitan area for training and in transit to new posts and are in need of accommodations.

June & December

Education Supplement: This coveted biannual supplement covers a wide range of education-related topics as well as facts, figures, and updates on various Foreign Service needs and information. Whether you are a high school, college, or graduate-level school, your advertisement will be seen by thousands, reaching U.S. embassy employees and their family members seeking education options. As a bonus, your school will be included in our Education-at-a-Glance chart, which

lists participating schools of all levels and their specific admission details.

October

Showcase of Summer Camps & Programs: This section will help Foreign Service families who are seeking a safe, fun-filled summer for their children. Do you have a day or overnight camp that would offer an opportunity for FS kids to play, learn, and make friends during summer months in the U.S. or abroad? This is your chance to get in front of these parents and showcase your camp programs and offerings.

November

Publishers: One of our readers' favorite issues is the annual Foreign Service authors roundup, "In Their Own Write." Advertise your bestseller or recently published books alongside our reviews. *FSJ* readers are prolific book consumers! Contact us to learn more about our new special publisher rates.



SPECIAL OPPORTUNITIES

We are planning an entire year of special recognition for the AFSA and U.S. Foreign Service centennial, with a dedicated May 2024 edition.

Join the celebration!

During AFSA's 100 years, *The Foreign Service Journal* has covered foreign affairs from an insider perspective. Now we will celebrate and honor this milestone.

The *Journal* goes out to every U.S. embassy and consulate around the world, most State Department officials and those of the other foreign affairs agencies, and every member of Congress. With a print circulation of 18,000 and thousands more through the open access digital version, 10 times a year, the *Journal* is a unique resource for reaching diplomats and the foreign affairs community.

The May edition will feature a special "Centennial Advertising Section" for advertisers to congratulate the Foreign Service and AFSA on this milestone anniversary.

Place a special congratulatory message in this edition!

The *FSJ* is running a Centennial Writing Competition with the top three winners published in the *Journal* beginning in May.

Sponsor the Centennial Writing Competition!

Ad space will consist of full-, half-, and quarter-page sizing. Rate card pricing.

Contact Advertising Manager Molly Long for sponsorships and for both print and digital advertising opportunities: long@afsa.org.

CELEBRATING 100 YEARS OF AFSA AND



THE UNITED STATES FOREIGN SERVICE

CELEBRATING 100 YEARS

PRINT SPECIFICATIONS

FULL PAGE WITH BLEED

Bleed size: 8.375" W x 11.125" H
(allow 1/8" around ad)

Trim size: 8.125" W x 10.875" H

Print area: 7.625" W x 10.375" H

Allow 1/4" around ad. For best results, use 7.125" W x 9.875" H for print area, allowing 1/2" around inside trim.

Screen suggested:

150 lines per inch (minimum).

Bleeds should be exactly 1/8" beyond trim.

FULL PAGE WITH MARGINS
7.000" wide x 10.000" high

TWO-THIRDS PAGE
4.500" wide x 9.250" high

HALF PAGE HORIZONTAL
7.000" wide x 4.500" high

HALF PAGE VERTICAL
3.25" wide x 9.25" high
Limited positioning available

LIMITED

THIRD PAGE VERTICAL
2.167" wide x 9.250" high

THIRD PAGE CUBE
4.500" wide x 4.500" high

QUARTER PAGE
3.250" wide x 4.500" high

PRINT AD FILE SUBMISSION GUIDELINES

- Advertisements for the print edition of *The Foreign Service Journal* must be submitted via email to the Advertising Manager at long@afsa.org.
- Press Optimized or PDF-X-1A PDFs are required.
- If an ad is intended to bleed, crop marks must be applied with an offset of 0.250"; a minimum of 0.125" bleed beyond the trim is required.
- All RGB and Pantone colors must be converted to CMYK.
- Final ad must be in the exact dimensions to be printed.
- If sending more than one ad, each ad should be submitted as a separate file.
- No camera-ready art as JPG/JPEG, PNG, GIF, or PDF files will be accepted.

OPPORTUNITY FOR BRAND EXPOSURE

THE FOREIGN SERVICE JOURNAL

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2024 RATE CARD

COVERS Premium				
4-Color	1x	3x	6x	10x
Back Cover	\$3,832	\$3,785	\$3,738	\$3,333
Inside Front Cover	\$3,648	\$3,615	\$3,580	\$3,197
Inside Back Cover	\$3,517	\$3,470	\$3,423	\$3,055
4-Color				
Full Page	\$3,197	\$3,155	\$3,113	\$2,777
2/3 Page	\$2,866	\$3,009	\$2,777	\$2,625
1/2 Page	\$2,472	\$2,362	\$2,247	\$2,115
1/3 Page	\$2,089	\$2,005	\$1,921	\$1,890
1/4 Page	\$1,606	\$1,522	\$1,454	\$1,428
2-Color				
Full Page	\$2,567	\$2,446	\$2,425	\$2,157
2/3 Page	\$2,283	\$2,178	\$2,019	\$1,926
1/2 Page	\$1,811	\$1,680	\$1,548	\$1,380
1/3 Page	\$1,380	\$1,302	\$1,223	\$1,128
1/4 Page	\$1,128	\$1,102	\$1,076	\$908

Pages 3, 4 and special requests: additional charge.

Bind-In Cards and Pre-Printed Inserts: quotes available upon request.

Rates are net. Black and white ad rates are available upon request.



**Contact Molly Long,
AFSA's Advertising Manager,
at (202) 338-4045 x706
or long@afsa.org for
more information.**

ADDITIONAL PRINT OPPORTUNITIES

CLASSIFIED LISTINGS

3 issue minimum.

Cost: \$2.00 per word (10-word minimum) and \$1.00 for bold type exceeding the first three words. A hyperlink, header, box, or shading are all available for \$11.00 each. Submissions must be received in written form via email, ads@afsa.org. Credit card for payment is required.

AFSA DIRECTORY OF RETIRED MEMBERS

This annual directory is a singular up-to-date resource that enables our almost 4,000+ members, who are at or near retirement, to stay connected with their colleagues. This unique listing of a group of highly educated, well-traveled, discerning professionals is not available anywhere else. The directory is an indispensable guide that tackles issues directly affecting our retiree members. Topics such as annuities, health care, life insurance, long-term care, and senior living are of high priority to our members. Sections with advertising are posted on the AFSA website for both members and non-members to view.

**Deadline for the 2025 Directory:
October 10, 2024**

ADVERTISING DOLLARS AT WORK

THE FOREIGN SERVICE JOURNAL DIGITAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



Offering an unparalleled way to reach the inboxes of more than 15,000 diplomats.

We encourage you to bundle these great opportunities with print advertising in the *Journal* for maximum impact!

THE FSJ MONTHLY LAUNCH EMAIL

The *Foreign Service Journal*'s digital edition provides our advertisers with an added marketing opportunity, connecting your business to our active online readership. The magazine is displayed in its entirety on the AFSA website, with subscribers notified by special messaging on the day the *FSJ* is posted online.

Exclusively sponsor our special email message delivered to subscribers on *FSJ* release date online.

Reach **15,000+** with a first look at the new *Foreign Service Journal* digital edition.

Choose your sponsored clickable message:

Text Copy: 50 words of descriptive content.

Cost: \$1,200.

Image Banner Ad: 468px wide x 60px high.

Cost: \$1,500.

Average Open Rate: 21.48%

To be a sponsor, you must have an ad in the same issue of the *FSJ*.

THE FSJ INSIDER EMAIL

The "FSJ Insider"

Be an insider when you sponsor this new weekly email. The "FSJ Insider" is a way for our readers to keep up to date with the *FSJ*. As an exclusive sponsor, you go directly to the inbox of more than 1,800 followers, every week—and this audience is growing!

Choose your sponsored clickable message:

Text Copy: 50 words.

Cost: \$800/month.

Image Ad: 450px x 450px plus 50 words.

Cost: \$1,000/month.

Contact Molly Long, AFSA's Advertising Manager, at (202) 338-4045 x706 or long@afsa.org.

EXPAND YOUR HORIZONS

AFSA DIGITAL



Offering an unparalleled way to reach the inboxes of more than 15,000 diplomats.

We encourage you to bundle these great opportunities with print advertising in the *Journal* for maximum impact!

AFSA WEBSITE OPPORTUNITIES

Bringing more opportunity to extend your brand in AFSA's vibrant online community hub.

AFSA.ORG

Homepage Carousel Slider

Leaderboard Size: 800px x 800px (static).

Cost: \$2,500/monthly.

Supply: URL; header, subhead, and 30-40 words descriptive copy.

Side Web Banner

Size: 202px wide x 85px high.

Cost: \$500/monthly (min. 3 months).

Choose your placement:

AFSA Marketplace:

www.afsa.org/afsa-marketplace

AFSA National High School Essay Contest:

www.afsa.org/essay-contest

Retirement Services:

www.afsa.org/retirement-services

AFSA MARKETPLACE

www.afsa.org/afsa-marketplace

Resource Listing: \$35 per month (minimum 6 months).

Categories: Extended Stay Housing, Property Management, Real Estate, Legal, Taxes & Financial, Insurance, Automobiles.

GUIDELINES and VISITOR VIEWS

Featuring an average of **58,502** visitors each month.

DIGITAL AD FILE SUBMISSION

Acceptable file formats: GIF, PNG, JPG/JPEG

Contact Molly Long, AFSA's Advertising Manager, at (202) 338-4045 x706 or long@afsa.org.

AFSA DIGITAL SPONSORSHIP OPPORTUNITIES

AFSA Media Digest

Interested in being an exclusive sponsor for this daily news collection of articles related to diplomacy?

The Digest is a popular member benefit, published Monday through Friday.

Average Open Rate: 35.4%

Average Click-Through-Rate: 8.22%

Choose your sponsored clickable message by the week:

Text Copy: 50 words of descriptive content.

Cost: \$2,000 net

Image Banner Ads: \$2,500 net each –

Horizontal (468px wide x 60px high)

Rectangle (300px wide x 100px high)

AFSA Retirement eNewsletter

This bimonthly e-newsletter provides information on retirement benefits issues and activities and programs geared toward those approaching retirement and in retirement. Schedule: February, April, June, August, October & December. Relevancy to the Foreign Service is necessary for approval.

Average Open Rate: 33%

Sponsored Clickable Message:

50 words of descriptive content: \$1,500 per issue.

*An additional cost may be applied for any approved customization and for non-FSJ advertisers.

**Approval is needed on all ad copy.

DISCOVER NEW PERSPECTIVES

TERMS & CONDITIONS

- Payment: Net 30 Days. Online payments are the preferred, please contact Advertising Manager for login credentials. Payment by check should include invoice number in the memo area and be mailed to:
AFSA, Publications/Advertising Department, 2101 E St. NW, Washington DC 20037
- It is assumed that advertisers have read the rate card and agree to its conditions without any further contact or notice. All advertising rates and Editorial Calendar are subject to change without notice.
- Copy Regulations: AFSA reserves the right to review and consider rejection of any advertising.
- AFSA reserves the right to give 24-hour notice prior to pausing a campaign if the relevant specifications and guidelines detailed on page 8 of this document are not met.
- All advertising copy that might be mistaken for an article, commentary, or other non-advertising material must be clearly marked "PAID ADVERTISEMENT." AFSA reserves the right to so mark all ad materials.
- Liability Notice: advertisers and advertising agencies assume liability for the content of advertisements printed and assume responsibility for any claims arising therefrom against the publisher. AFSA shall be under no liability for its failure, for any cause, to insert an advertisement.
- Acceptance of the advertisement by the publisher (AFSA) shall in no way constitute endorsement of or recommendation by the publisher or the magazine for the contents of the advertisement or product/service advertised.
- Agency Commission: AFSA does not offer a commission to advertising agencies. Ad rates are NET. Recognized ad agencies should make necessary adjustments unique to their customers when advertising in the *FSJ*.
- Charges for changes from original layout and copy will be based on current composition rates.
- Cancellation must be received in writing 45 days prior to publication date. Changes in overall number of insertions may lead to adjustment in applicable rates. Any cancellations before contract expiration date will result in a cancellation fee not to exceed the rate of the last insertion.

EXTEND YOUR **BRAND REACH**

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



ACHIEVE EXCELLENCE

LOYAL READERS AROUND THE WORLD

