

THE **FOREIGN SERVICE** JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



MEDIA KIT

2020

**YOUR RESOURCE TO REACH DIPLOMATS
AND THE FOREIGN POLICY COMMUNITY**

THE FOREIGN SERVICE JOURNAL

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The Foreign Service Journal is the flagship publication of The American Foreign Service Association
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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.

The *FSJ* has a print circulation of 18,000 that goes to 36,000+ active duty and retired foreign affairs professionals across the United States and more than 150 other countries. Each issue of the *Journal* reaches the broader foreign affairs and foreign policy decision-making community.

The online version extends the reach to thousands more. We can deliver your message to every U.S. embassy and consulate, as well as inside the State Department and the other foreign affairs agencies.

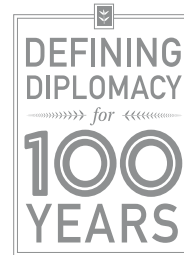
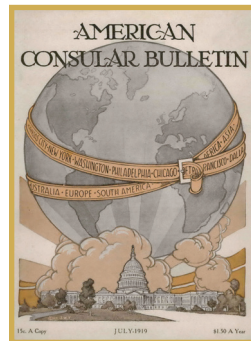
With AFSA's high level of industry penetration, nearly 80% of all career Foreign Service officers and specialists receive an addressed copy of *The Foreign Service Journal*.

Advertisers have been using the *FSJ* to reach this distinguished readership for a century. They have found it essential in marketing services such as automobiles, insurance, real estate, extended-stay housing, lodging, travel, schools, retirement living options—or in simply informing our diplomats of the global importance of their firms.

EDITORIAL CONTENT

Whether at home or abroad, our globally mobile readers see *The Foreign Service Journal* as a lifeline to products and services that meet their unique needs. They depend on the *FSJ* to deliver information about American products and services, and the companies that provide them.

The *FSJ* comprises a vital mix of foreign affairs coverage and discussion of work and life inside the U.S. government. The magazine's combination of foreign policy articles, career guidance, opinion and humor pieces, tales of diplomatic life, book reviews and travel articles produce a balanced and lively read ten times per year.



RECENT AWARDS

The Foreign Service Journal has received multiple awards for its excellence and leadership among nonprofit association publishers.



2019 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARD

“Editorial/Opinion Piece” category for “Respect, Trust and Partnership: Keeping Diplomacy on Course in Troubling Times,” April 2018



2018 TRENDS' ALL MEDIA CONTEST

Bronze in Association for its high quality and creativity



2017 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARD

“General Excellence” and “Single Topic Issue” for coverage of “The New Russia at 25” in the December 2016 issue

100 YEARS OF EDITORIAL EXCELLENCE

READERSHIP DEMOGRAPHICS

Our readers include high-level diplomats and others involved in foreign affairs, members of Congress, think tanks, journalists, military personnel, academics and foreign diplomats in Washington. According to a recent reader survey:

The *FSJ* offers a high-profile and professional readership.

- 87%** OF OUR READERS HAVE A COLLEGE DEGREE OR HIGHER
- 66%** HAVE POSTGRADUATE STUDY
- 62%** OF OUR READERSHIP ARE AGE 50 OR OLDER
- 75%** ARE INVOLVED IN WORK-RELATED PURCHASE DECISIONS
- 45%** HAVE ASSISTED U.S. CITIZENS OVERSEAS
- 31%** HAVE PROMOTED U.S. BUSINESS ABROAD

Usefulness of Advertisements:

- 70%** OF READERS FIND OUR ADVERTISEMENTS USEFUL
- 62%** OF READERS 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%** OF OUR READERS HAVE AN INVESTMENT PORTFOLIO OVER \$500,000

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

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

FSJ READERS ARE EXCEPTIONAL

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2020 EDITORIAL CALENDAR



DEPARTMENTS AND COLUMNS

Regularly featured departments and columns inside *The Foreign Service Journal*

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

Message from the Hill: members of Congress share their thoughts on the importance of diplomacy

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

Off Road with the Foreign Service: illustrated accounts of diplomats' unusual experiences outside the embassy

| ISSUE | PLANNED EDITORIAL | SPECIAL SECTION | DEADLINES | |
|------------------|--|----------------------|-----------|-----------|
| | | | SPACE | MATERIALS |
| JANUARY/FEBRUARY | How They See US: Foreign Diplomats Reflect on the United States Also: Teaching Diplomacy | TAX GUIDE | 11/15/19 | 12/1/19 |
| MARCH | Russia and Ukraine | | 1/15/20 | 2/1/20 |
| APRIL | Foreign Service Career Management | RETIREMENT | 2/15/20 | 3/1/20 |
| MAY | Nuclear Diplomacy | | 3/15/20 | 4/1/20 |
| JUNE | Human Rights & Diplomacy | EDUCATION SUPPLEMENT | 4/15/20 | 5/1/20 |
| JULY/AUGUST | Foreign Service Response to Coronavirus Pandemic | | 5/15/20 | 6/1/20 |
| SEPTEMBER | Race & Diversity in the Foreign Service Also: UN at 75 | | 7/15/20 | 8/1/20 |
| OCTOBER | Diversity in the Foreign Service, Part II Also: Another Look at McCarthyism | | 8/15/20 | 9/1/20 |
| NOVEMBER | 'In Their Own Write' FS Books Roundup — Also: George Shultz "On Trust" | | 9/15/20 | 10/1/20 |
| DECEMBER | FSA Award Winners Also: 25th Anniversary of Dayton Accords | EDUCATION SUPPLEMENT | 10/15/20 | 11/1/20 |

*Editorial is subject to change **Last updated July 2020

CONTENT-DRIVEN THOUGHT-LEADER



THE FOREIGN SERVICE JOURNAL

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2020 RATE CARD

| COVERS Premium | | | | |
|--------------------|---------|---------|---------|---------|
| 4-Color | 1x | 3x | 6x | 10x |
| Back Cover | \$3,650 | \$3,605 | \$3,560 | \$3,175 |
| Inside Front Cover | \$3,475 | \$3,443 | \$3,410 | \$3,045 |
| Inside Back Cover | \$3,350 | \$3,305 | \$3,260 | \$2,910 |
| 4-Color | | | | |
| Full Page | \$3,045 | \$3,005 | \$2,965 | \$2,645 |
| 2/3 Page | \$2,730 | \$2,688 | \$2,645 | \$2,500 |
| 1/2 Page | \$2,355 | \$2,250 | \$2,140 | \$2,015 |
| 1/3 Page | \$1,990 | \$1,910 | \$1,830 | \$1,800 |
| 1/4 Page | \$1,530 | \$1,450 | \$1,385 | \$1,360 |
| 2-Color | | | | |
| Full Page | \$2,445 | \$2,330 | \$2,215 | \$2,055 |
| 2/3 Page | \$2,175 | \$2,078 | \$1,980 | \$1,835 |
| 1/2 Page | \$1,725 | \$1,600 | \$1,475 | \$1,315 |
| 1/3 Page | \$1,315 | \$1,240 | \$1,165 | \$1,075 |
| 1/4 Page | \$1,075 | \$1,050 | \$1,025 | \$865 |

Special Position Requests: add 15% to rate listed.

Bind-In Cards: quotes available upon request.

Pre-Printed Inserts (tip-ins) cannot be larger than 7.375" wide x 10.375" high and must weigh no more than 3 ounces.

Inserts may be mailed to the entire circulation or only to active duty Foreign Service personnel. The rate is based on the number of units mailed.

Rates are per issue. **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

SPECIAL ADVERTISING SECTIONS FOR 2020

Jan/Feb: Tax Guide
April: Retirement
June and Dec: Education Supplement
Every Issue: Real Estate and Property Management

CLASSIFIED LISTINGS

3 months 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. Phone number, zip code and permitted abbreviations (P.O. Box, SASE) all count as one word. A fee of \$10.00 is incurred for changes in the classified ad text. Submissions must be received in written form via email, ads@afsa.org. Pre-Payment is required (option for 6- or 12-month payment on yearly advertising contracts).

RETIREE DIRECTORY

This annual directory is a singular up-to-date resource that enables our almost 5,000+ 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.

Deadline: October 2020.

ADVERTISING DOLLARS AT WORK



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, or GIF files will be accepted.

OPPORTUNITY FOR BRAND EXPOSURE



DIGITAL OPPORTUNITIES, RATES & SPECIFICATIONS

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. This opportunity comes as a bonus with the purchase of a display ad in the print edition. All FSJ readers receive access to both the print and digital editions.



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 more information.

NEW in 2020!

SPONSORSHIP OPPORTUNITIES

AFSA eNewsletter

Reach 15,000 interested Foreign Service professionals

- 1. Retirement eNewsletter**..... \$1,500 per issue received by email every two months
- 2. AFSA Media Digest** \$1,000 per week
 Your company can be the sponsor of this daily news collection of articles related to diplomacy. It is a popular member benefit, published Monday-Friday. Offer available every other week.

DISPLAY AD WEBSITE OPPORTUNITIES

AFSA.ORG Website Homepage (See right)

Leaderboard Carousel Only \$2,500 per month
 Size: 600px wide x 350px high

INSIDE DISPLAY AD WEB PAGE OPTIONS

Side Web Banner Only \$500 per month
 (minimum 3 months) Size: 202px wide x 85px high

Choose From:

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)

General Services Categories include: Housing, Legal, Tax/Financial Services, Insurance, Automobiles, Schools.

DIGITAL AD FILE SUBMISSION GUIDELINES

- Acceptable file formats: GIF, PNG, JPG/JPEG, Rich Media and ads served via third party.
- Animations: 30 seconds, maximum.



EXPAND YOUR HORIZONS

TERMS & CONDITIONS

- Payment: Net 30 Days.
- It is assumed that advertisers have read the rate card and agree to its conditions without any further contract or 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 "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.
- Agency Commission and Discounts: bona fide advertising agencies receive 15% off gross insertion on ad space. Commissions are not allowed on mechanical or binding charges.
- Charges for changes from original layout and copy will be based on current composition rates.
- Cancellation: 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**

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LOYAL READERS AROUND THE WORLD

