THE FOREIGN SERVICE JOURNAL
PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

MEDIA KIT 2021
YOUR RESOURCE TO REACH DIPLOMATS AND THE FOREIGN POLICY COMMUNITY
LET THE JOURNAL INFORM DIPLOMATS OF THE GLOBAL IMPORTANCE OF YOUR FIRM OR ORGANIZATION.
The Foreign Service Journal has received multiple awards for its excellence and leadership among nonprofit association publishers. During 2019 and 2020, the FSJ accepted awards for:

**2020 ASSOCIATION TRENDS 41st ANNUAL “SALUTE TO ASSOCIATION EXCELLENCE”**

- Silver in the “Commemoration/Tribute” Category
  - November 2019 issue focus on “The Fall of the Berlin Wall”

- Bronze in the “Monthly Professional Society” Category
  - May 2019 issue focus on “Professional Diplomats: Leadership & Lessons”

**2019 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARD**

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

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**PROFILE OF THE FSJ**

- Print circulation of **18,000**
- Published **10x** per year
- The online version (flip book, PDF, HTML) extends the reach to thousands more
- Readers include **36,000+** 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 receive an addressed copy
- Delivered to every U.S. embassy and consulate, as well as inside the State Department and the other foreign affairs agencies

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Published since 1919, The Foreign Service Journal is the only foreign affairs magazine written specifically for members of the U.S. Foreign Service. 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.
READERSHIP DEMOGRAPHICS

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

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.

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% of our readers 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% 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
2021 EDITORIAL CALENDAR

Each issue includes “Real Estate & Property Management” as a special section this year.

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<td>JUNE</td>
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<td>Diversity, Inclusion, Equity: An Update on Progress</td>
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<td>Diversity, Inclusion, Equity: An Update on Progress</td>
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**Editorial is subject to change  **Last updated March 2021
# 2021 Rate Card

## Covers Premium

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<th>4-Color</th>
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<th>3x</th>
<th>6x</th>
<th>10x</th>
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<tr>
<td>Back Cover</td>
<td>$3,650</td>
<td>$3,605</td>
<td>$3,560</td>
<td>$3,175</td>
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<tr>
<td>Inside Front Cover</td>
<td>$3,475</td>
<td>$3,443</td>
<td>$3,410</td>
<td>$3,045</td>
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<tr>
<td>Inside Back Cover</td>
<td>$3,350</td>
<td>$3,305</td>
<td>$3,260</td>
<td>$2,910</td>
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## 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.**

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

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**ADDITIONAL PRINT OPPORTUNITIES**

**SPECIAL ADVERTISING SECTIONS FOR 2021**

- **Jan/Feb:** Tax Guide
- **April:** Retirement
- **May:** Lodging/Temporary Housing
- **June and Dec:** Education Supplement
- **Every Issue:** Real Estate and Property Management

**CLASSIFIED LISTINGS**

- **3 issues 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.

**RETIREE DIRECTORY**

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.

**Deadline:** October 15, 2021
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.

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

THIRD PAGE VERTICAL
2.167” wide x 9.250” high

THIRD PAGE CUBE
4.500” wide x 4.500” high

FULL PAGE WITH MARGINS
7.000” wide x 10.000” 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.
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.

**DIGITAL OPPORTUNITIES, RATES & SPECIFICATIONS**

**SPONSORSHIP OPPORTUNITIES**

**AFSA eNewsletter**
Reach 15,000 interested Foreign Service professionals

1. **Retirement eNewsletter** .......... $1,500 net per issue received by email every two months  
2. **AFSA Media Digest** ........... $1,500 - $2,000 net per week  
   Interested in being a sponsor for this daily news collection of articles related to diplomacy? It is a popular member benefit, published Monday-Friday. Space includes 50 words of descriptive text plus one hyperlink. Added cost for any customization and for non-FSJ advertisers.  
   Call us for all the details.

**DISPLAY AD WEBSITE OPPORTUNITIES**

**AFSA.ORG Website Homepage**

**Leaderboard Carousel Slider** ..... $2,500 net per month  
Size: 600px wide x 350px high (images are static)

**INSIDE DISPLAY AD WEB PAGE OPTIONS**

**Side Web Banner** .......................... $500 net 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

**DIGITAL AD FILE SUBMISSION GUIDELINES**

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

**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.

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

• Payment: Net 30 Days. Payment by check should be mailed to: AFSA, P.O. Box 1039, Manassas, VA 20108

• It is assumed that advertisers have read the rate card and agree to its conditions without any further contact 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: 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.