

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.



CONTENTS

- 3 / PROFILE
- 4 / READERSHIP DEMOGRAPHICS
- 5 / EDITORIAL CALENDAR
- 7 / RATE CARD & ADDITIONAL PRINT OPPORTUNITIES
- 8 / PRINT SPECIFICATIONS
- 10 / DIGITAL OPPORTUNITIES, RATES & SPECIFICATIONS
- 11 / TERMS & CONDITIONS



The Foreign Service Journal is the flagship publication of The American Foreign Service Association
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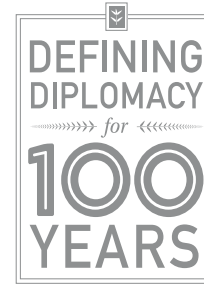
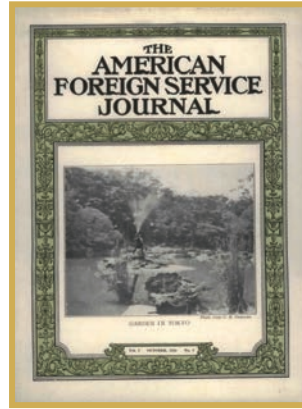
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GLOBAL INFLUENCE, LOCAL IMPACT

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. 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

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

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

100+ YEARS OF EDITORIAL EXCELLENCE

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

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2021 EDITORIAL CALENDAR

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



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

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

ISSUE	PLANNED EDITORIAL	SPECIAL SECTION	DEADLINES	
			SPACE	MATERIALS
JANUARY/FEBRUARY	Looking Ahead: US Diplomacy for the 2020s	TAX GUIDE	11/15/20	12/1/20
MARCH	Notes to the New Administration		1/15/21	2/1/21
APRIL	Foreign Service Realities in an Age of Disruption	RETIREMENT	2/15/21	3/1/21
MAY	Arctic Diplomacy	LODGING	3/15/21	4/1/21
JUNE	Great Power Competition	EDUCATION SUPPLEMENT	4/15/21	5/1/21
JULY/AUGUST	Diversity, Inclusion, Equity: An Update on Progress		5/15/21	6/1/21
SEPTEMBER	20 Years after 9/11 — Diplomacy Lessons + Afghanistan Today		7/15/21	8/1/21
OCTOBER	Climate Change Diplomacy		8/15/21	9/1/21
NOVEMBER	Foreign Service Authors — In Their Own Write		9/15/21	10/1/21
DECEMBER	AFSA Awards: Honoring Foreign Service Excellence	EDUCATION SUPPLEMENT	10/15/21	11/1/21

*Editorial is subject to change

**Last updated March 2021

CONTENT-DRIVEN THOUGHT-LEADER



THE FOREIGN SERVICE JOURNAL

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2021 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 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

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, GIF or PDF 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.

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.

EXPAND YOUR HORIZONS

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.

EXTEND YOUR **BRAND REACH**

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LOYAL READERS AROUND THE WORLD

