



THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION



MEDIA KIT

2022

YOUR RESOURCE TO REACH DIPLOMATS AND THE FOREIGN POLICY COMMUNITY

LET THE *JOURNAL*
INFORM DIPLOMATS
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IMPORTANCE OF
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ORGANIZATION.



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The Foreign Service Journal is the flagship publication of The American Foreign Service Association
2101 E Street NW, Washington DC 20037
(202) 338-4045

YOUR AFSA PUBLICATIONS TEAM

AFSA: 202-338-4045

EDITOR-IN-CHIEF

Shawn Dorman
dorman@afsa.org, x503

SENIOR EDITOR

Susan Brady Maitra
maitra@afsa.org

MANAGING EDITOR

Kathryn Owens
owens@afsa.org, x707

ASSOCIATE EDITOR

Julia Wohlers
wohlers@afsa.org, x511

PUBLICATIONS COORDINATOR

Hannah McDaniel
mcdaniel@afsa.org, x709

ADVERTISING MANAGER

Molly Long
long@afsa.org, x706

ART DIRECTOR

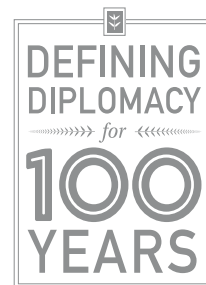
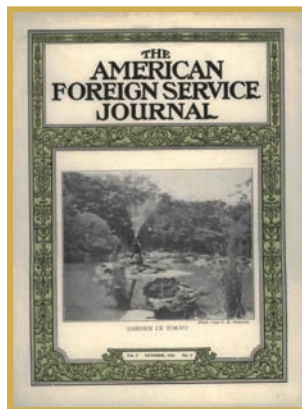
Caryn Suko Smith
journaldesign@comcast.net

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.

The *FSJ* accepted the following awards in 2021 and 2022:

TRENDY AWARD FROM ASSOCIATION TRENDS:



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

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



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

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

Honorable Mentions in the categories of "Best Single Issue" (November 2020) and "COVID-19 Coverage" (July/August 2020).



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 extends 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 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% 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

2022 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

Books: reviews of recent diplomacy-related titles

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 SECTIONS	DEADLINES	
			SPACE	MATERIALS
JANUARY-FEBRUARY	Subnational Diplomacy	TAX GUIDE	11/15/21	12/1/21
MARCH	Afghanistan Evacuation 2021	SUMMER CAMPS	1/13/22	1/28/22
APRIL	APHIS at 50; New Core Precepts		2/11/22	2/28/22
MAY	Life After the Foreign Service; Retirement	RETIREMENT AND LODGING	3/14/22	3/28/22
JUNE	Checking In on Diversity Progress	EDUCATION SUPPLEMENT AND LODGING	4/12/22	4/26/22
JULY-AUGUST	Foreign Service Transitions; Third-Culture Kids	LODGING	5/16/22	5/31/22
SEPTEMBER	Engagement with Africa	RETIREMENT	7/19/22	8/2/22
OCTOBER	Ukraine in Context		8/17/22	8/31/22
NOVEMBER	Foreign Service Authors — In Their Own Write	PUBLISHERS	9/16/22	10/3/22
DECEMBER	AFSA Awards: Honoring Foreign Service Excellence and Dissent	EDUCATION SUPPLEMENT	10/17/22	10/31/22

*Editorial is subject to change

**Last updated May 2022

CONTENT-DRIVEN THOUGHT-LEADER

PLANNED SPECIAL SECTIONS & SUPPLEMENTS

January-February (double issue)

Tax Guide: This very popular annual section features AFSA's presentation of federal and state tax provisions relevant for 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 edition 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 for a professional to manage property while they serve abroad.

March

Showcase of Summer Camps: This new 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 offerings.

May & September

Retirement: The May 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, June & July-August (double issue)

Lodging and Extended Stay: Whether you are a small boutique hotel or a worldwide chain, or short- or long-term corporate housing, summer transfer season is a great time to grab the attention of members 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.

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!

SPECIAL OPPORTUNITIES

2022 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: additional charge.

Bind-In Cards: quotes available upon request.

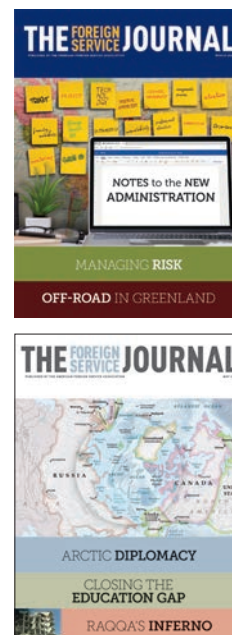
Pre-Printed Inserts (tip-ins) cannot be larger than 7.375" wide x 10.375" high and must weigh no more than 3 ounces.

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

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. Pre-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.

Deadline: October 10, 2022

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.

The *FSJ* Monthly Email Launch -

New in 2022!

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

A clickable "Sponsored by" message:

50 words of descriptive content or an image banner ad.

You will reach 15,000+ with a first look at the new *Foreign Service Journal* digital edition. To be a sponsor you must have an ad in the same issue of *FSJ*.

Sponsored Content Ad: \$1,200
Image Banner Ad (468x60 px): \$1,500

AFSA SPONSORSHIP OPPORTUNITIES

Offering an unparalleled way to reach the in-boxes of more than 15,000 diplomats.

AFSA Media Digest

Interested in being a sponsor for this daily news collection of articles related to diplomacy? The Digest is a popular member benefit, published Monday-Friday. One sponsor per week. Choose from the following options:

Sponsored Content message:

50 words of descriptive text plus one hyperlink. \$1,500-\$2,000 net per week

Image Banners: \$2,500 net each – **New in 2022!**

Horizontal (468 x 60 pixels)
Rectangle (300 x 100 pixels)

AFSA Retirement eNewsletter

This bi-monthly eNewsletter, provides information on retirement benefits issues and activities and programs geared toward those approaching retirement and in retirement.

Sponsored Content message:

50 words of descriptive text plus one hyperlink: \$1,500 per issue. Relevancy to the Foreign Service is necessary for approval.

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

**Approval is needed on all ad copy.

AFSA WEBSITE AD OPPORTUNITIES

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

AFSA MARKETPLACE

(www.afsa.org/afsa-marketplace)

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

DIGITAL AD FILE SUBMISSION GUIDELINES

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

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EXPAND YOUR HORIZONS



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 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.

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EXTEND YOUR **BRAND REACH**

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LOYAL READERS AROUND THE WORLD

