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.

**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, and to every member of Congress and all foreign embassies in Washington, D.C.

**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, 2022, and 2023.

**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” (“9/11, Twenty Years Later,” 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).
- Bronze in the category of “Single Topic Issue” (May 2021).
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
## 2023 Editorial Calendar

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PLANNED EDITORIAL</th>
<th>SPECIAL SECTIONS</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY-FEBRUARY</td>
<td>50 Years of AFSA as a Union</td>
<td>TAX GUIDE</td>
<td>11/16/22</td>
<td>12/5/22</td>
</tr>
<tr>
<td>MARCH</td>
<td>Foreign Service Reform: A Progress Update</td>
<td>SUMMER CAMPS &amp; PROGRAMS</td>
<td>1/12/23</td>
<td>1/27/23</td>
</tr>
<tr>
<td>MAY</td>
<td>Countering Disinformation</td>
<td>LODGING &amp; EXTENDED STAY HOUSING</td>
<td>3/17/23</td>
<td>3/31/23</td>
</tr>
<tr>
<td>JUNE</td>
<td>Africa: State of Play</td>
<td>EDUCATION SUPPLEMENT</td>
<td>4/17/23</td>
<td>5/1/23</td>
</tr>
<tr>
<td>JULY-AUGUST</td>
<td>DEIA in Foreign Affairs: Update on Progress</td>
<td>LODGING &amp; EXTENDED STAY HOUSING</td>
<td>5/17/23</td>
<td>6/1/23</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Foreign Service Family Matters Part I</td>
<td>RETIREMENT</td>
<td>7/19/23</td>
<td>8/2/23</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Foreign Service Family Matters Part II</td>
<td></td>
<td>8/17/23</td>
<td>8/31/23</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Foreign Service Authors — In Their Own Write</td>
<td>PUBLISHERS</td>
<td>9/15/23</td>
<td>9/29/23</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>AFSA Awards: Honoring Foreign Service Excellence and Dissent</td>
<td>EDUCATION SUPPLEMENT</td>
<td>10/16/23</td>
<td>10/30/23</td>
</tr>
</tbody>
</table>

*Editorial is subject to change  **Last updated June 2023

---

## 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

---

*Editorial is subject to change  **Last updated June 2023*
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 & 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.

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, June & July-August (double issue)
**Lodging & 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! Contact us to learn more about our new special publisher rates.

SPECIAL OPPORTUNITIES
### 2023 RATE CARD

<table>
<thead>
<tr>
<th>COVERS Premium</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,832</td>
<td>$3,785</td>
<td>$3,738</td>
<td>$3,333</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,648</td>
<td>$3,615</td>
<td>$3,580</td>
<td>$3,197</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,517</td>
<td>$3,470</td>
<td>$3,423</td>
<td>$3,055</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,197</td>
<td>$3,155</td>
<td>$3,113</td>
<td>$2,777</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,866</td>
<td>$3,009</td>
<td>$2,777</td>
<td>$2,625</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,472</td>
<td>$2,362</td>
<td>$2,247</td>
<td>$2,115</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,089</td>
<td>$2,005</td>
<td>$1,921</td>
<td>$1,890</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,606</td>
<td>$1,522</td>
<td>$1,454</td>
<td>$1,428</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,567</td>
<td>$2,446</td>
<td>$2,425</td>
<td>$2,157</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,283</td>
<td>$2,178</td>
<td>$2,019</td>
<td>$1,926</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,811</td>
<td>$1,680</td>
<td>$1,548</td>
<td>$1,380</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,380</td>
<td>$1,302</td>
<td>$1,223</td>
<td>$1,128</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,128</td>
<td>$1,102</td>
<td>$1,076</td>
<td>$908</td>
</tr>
</tbody>
</table>

**Pages 3, 4 and special 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 net. Black and white ad rates are available upon request.

### 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 2024 Directory:** October 10, 2023

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

---

**ADVERTISING DOLLARS AT WORK**
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 0.25"; 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 FSJ MONTHLY EMAIL LAUNCH

*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.

**A clickable “Sponsored by” message:**
Choose from: 50 words of descriptive content or an image banner ad (468px wide x 60px high).

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 Message:** $1,200  
**Image Banner Ad:** $1,500

### AFSA DIGITAL SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th><strong>AFSA Media Digest</strong></th>
<th><strong>AFSA Retirement eNewsletter</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>This bimonthly eNewsletter, provides information on retirement benefits issues and activities and programs geared toward those approaching retirement and in retirement. Schedule: February, April, June, August, October &amp; December.</td>
</tr>
</tbody>
</table>
| Average Open Rate: 35.4%  
Average Click-Through-Rate: 8.22% | Average Open Rate: 33% |
| **Choose from the following options:**  
**Sponsored Message:**  
50 words of descriptive text plus one hyperlink. $2,000 net per week. | **Sponsored Message:**  
50 words of descriptive text plus one hyperlink: $1,500 per issue. Relevancy to the Foreign Service is necessary for approval. |
| **Image Banner Ads:** $2,500 net each –  
Horizontal (468px wide x 60px high)  
Rectangle (300px wide x 100px high) | *An additional cost may be applied for any approved customization and for non-*FSJ* advertisers.*  
**Approval is needed on all ad copy.** |

**Contact Molly Long, AFSA’s Advertising Manager, at (202) 338-4045 x706 or long@afsa.org.**
New in 2023!

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 almost 1,500 followers, every week—and this audience is growing!

Sponsored Message: 50 words plus one hyperlink link. $800/month, includes 4 deployments.

AFSA MARKETPLACE
www.afsa.org/afsa-marketplace

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

Resource Listing
$35 per month (minimum 6 months)

AFSA WEBSITE AD OPPORTUNITIES
Bringing more opportunity to extend your brand in AFSA’s vibrant online community hub.

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

Featuring an average of 58,502 visitors each month.

ADDITIONAL WEB OPPORTUNITIES
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

IMPORTANT GUIDELINES

DIGITAL AD FILE SUBMISSION
• Acceptable file formats: GIF, PNG, JPG/JPEG
• Leaderboard only: URL; header, subhead, and 30-40 words descriptive copy.

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

THE 2023 FSJ MEDIA KIT
We encourage you to bundle these great opportunities with print advertising in the Journal for maximum impact!
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.