

2027 THE FOREIGN SERVICE JOURNAL MEDIA KIT

TRUSTED BY
U.S. DIPLOMATS AND THE FOREIGN AFFAIRS COMMUNITY
FOR 100+ YEARS

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YOUR MESSAGE FOR A GLOBAL AUDIENCE



YOUR AFSA PUBLICATIONS TEAM

EDITOR IN CHIEF/ PUBLICATIONS DIRECTOR
Shawn Dorman
dorman@afsa.org

DEPUTY EDITOR
Donna Gorman
gorman@afsa.org

MANAGING EDITOR
Kathryn Owens
owens@afsa.org

ADVERTISING MANAGER
Molly Long
long@afsa.org
202-338-4045 x706

ASSOCIATE EDITOR
Mark Parkhomenko
parkhomenko@afsa.org

ART DIRECTOR
Caryn Suko Smith
journaldesign@comcast.net

THE FOREIGN SERVICE JOURNAL

THE FLAGSHIP PUBLICATION OF THE AMERICAN FOREIGN SERVICE ASSOCIATION

PROFILE

Print circulation of **12,000**

Viewed online by **36,000+** readers each month

Published **6x** per year

Read by 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 the print copy

Delivered to more than **200** embassies and consulates, every member of Congress, and all foreign embassies in Washington, D.C.

100+ YEARS OF EDITORIAL EXCELLENCE

Published since 1919, *The Foreign Service Journal* is the only foreign affairs magazine written specifically by and for members of the U.S. Foreign Service and other foreign affairs professionals.

The *Journal* plays a critical role in explaining and supporting the Service, giving diplomats a voice in current discussions about the value of foreign policy and assistance.



AWARDS

TRENDY AWARD FROM ASSOCIATION TRENDS:

Gold in the category of "Monthly Professional Society Magazine" (October 2022).

Silver in the category of "Best Monthly Professional Society Magazine"(May 2024).

Silver in the category of "Monthly Professional Society Magazine" (May 2023).

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

Gold in the category of "Special Section" (March 2022 & 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).

Silver in the category of "Single Topic Issue" (March 2022).

READERSHIP

96%

OF READERS ARE ALUMNI OR ACTIVE-DUTY FOREIGN SERVICE

77%

READ MOST OR ALL *FSJ* CONTENT EACH EDITION

57%

TRAVEL AND READING ARE TOP TWO PASTIMES

81%

FIND ADVERTISEMENTS IN THE *FSJ* USEFUL

70%

HAVE SOME INTEREST IN RETIREMENT CARE COMMUNITIES

50%

READ AN AVERAGE OF 10 OR MORE BOOKS PER YEAR

WHAT OUR READERS ARE SAYING

"Congratulations on the extraordinary, excellent July-August edition. You have done a remarkable job assembling outstanding articles that reflect on the challenges for our foreign policy."

"The *Journal* has provided an established forum for American diplomats [and is] a space for practitioners to reflect on the real work of diplomacy."

"Remarkable people and remarkable coverage. Thank you for what you are doing."

"The April-May 2025 edition is a sterling example of how successful the *Journal* continues to be in fulfilling its vital mission."

OUR LOYAL READERS ARE EXCEPTIONAL

The Foreign Service Journal reaches an influential audience of diplomats, policymakers, military leaders, academics, journalists, and global affairs professionals.

Serving a worldwide audience, *FSJ* readers turn to the *Journal* to discover trusted products and services that meet their unique needs, from financial and retirement planning and insurance to real estate, education, family services, and housing.



SOURCE: 2026 ADVERTISING SURVEY

ADVERTISING

FSJ EDITION	Space Reservation	Materials Due	Publication Date
JANUARY-FEBRUARY	11/5/26	11/23/26	12/28/26
MARCH-APRIL	1/11/27	1/27/27	2/24/27
MAY-JUNE	3/15/27	3/31/27	4/27/27
JULY-AUGUST	5/12/27	5/28/27	6/25/27
SEPTEMBER-OCTOBER	7/14/27	7/30/27	8/26/27
NOVEMBER-DECEMBER	9/10/27	9/28/27	10/26/27

SUBJECT TO CHANGE/LAST UPDATED FALL 2026

DEFINING DIPLOMACY for 100 YEARS

Connect with us today to reserve your next advertising opportunity and reach our engaged audience!

SPECIAL SECTIONS AND SUPPLEMENTS

All Editions



Real Estate & Property Management
Reach readers seeking trusted real estate experts, relocation resources, and property management solutions while serving abroad.



Lodging & Extended Stay
Reach Foreign Service professionals traveling for training, transitions, and temporary assignments throughout the year and particularly during the busy transfer season.

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January-February



Tax Guide
Position your firm alongside essential tax information tailored to the unique needs of the Foreign Service community.



Summer Camps & Programs
Connect with Foreign Service families searching for enriching summer experiences for children at home and abroad.

March-April & September-October



Retirement
Showcase your services, communities, or solutions to an influential audience planning and embracing life beyond the Foreign Service.

May-June & November-December



Education Supplement
For 30-plus years, we've highlighted your school or education services to families seeking trusted academic opportunities and resources worldwide. Participation offers you not only ad placement but also includes you in the Education-at-a-Glance Chart!

November-December



Publishers, Writers, and Related Services
Place your books or publishing services in front of dedicated readers during our popular annual author roundup and literary coverage.

FSJ RATE CARD

4-COLOR	1X	3X	6X (FULL YEAR)
Back Cover	$4,190	$4,095	$3,966
Inside Front Cover	$3,986	$3,910	$3,798
Inside Back Cover	$3,618	$3,754	$3,630
Full Page	$3,492	$3,413	$3,302
2/3 Page	$3,131	$3,225	$2,947
1/2 Page	$2,704	$2,556	$2,383
1/3 Page	$2,281	$2,168	$2,038
1/4 Page	$1,754	$1,647	$1,542

All rates are net.
Two-color and b&w ad rates are available upon request.
Additional charges for pages 3 and 4 and special requests.
Quotes for Bind-In Cards and Pre-Printed Inserts are available upon request.

ADDITIONAL PRINT OPPORTUNITIES



AFSA Directory of Alumni Members

The AFSA Alumni Directory is an exclusive resource connecting more than 4,000 retired and near-retirement Foreign Service members. It features trusted information on retirement benefits, health care, insurance, long-term care, and senior living.

Advertiser-supported sections are posted on the AFSA website, expanding visibility to members and nonmembers alike.

Deadline for the 2028 Directory: October 10, 2027

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ADVERTISING DOLLARS AT WORK



Classified Listings

COST: $2.50 per word (10-word minimum) and $1.00 for bold type exceeding the first three words. Hyperlinks, headers, boxes, or shading are all available for $11.00 each. *Submissions must be received in written form via email at long@afsa.org. Credit card for payment is required.*

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" W x 10.000" H

Two-Thirds Page

4.500" W x 9.250" H

Half Page Horizontal

7.000" W x 4.500" H

Half Page Vertical

3.25" W x 9.25" H

Limited positioning available.

LIMITED

Third Page Vertical

2.167" W x 9.250" H

Third Page Cube

4.500" W x 4.500" H

Quarter Page

3.250" W x 4.500" H

CONTACT ADVERTISING MANAGER

Molly Long

long@afsa.org

202-338-4045 x706

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.
- 2-Color creative: black plus one of the following colors: cyan, magenta, yellow.
- 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 file will be accepted.

OPPORTUNITY FOR BRAND EXPOSURE



FSJ SPONSORSHIPS

Amplify your advertising campaign by pairing your print ad in *The Foreign Service Journal* with one of our exclusive email sponsorships.

Reach a highly engaged audience where they are most likely to see your message—in their inbox.

FSJ INSIDER EMAIL

Stay Top of Mind Every Week

Sponsor AFSA's weekly *FSJ* Insider email, a trusted source of news, updates, and opportunities for the Foreign Service community. Your message is delivered directly to 2,650+ engaged subscribers every week—and our audience continues to grow.

FSJ Insider

AVERAGE OPEN RATE: 31%

Text Sponsorship:
Up to 50 words with one clickable link.
$800/month

Banner Sponsorship:
450 × 450 px ad, plus up to 50 words with one clickable link.
$1,000/month

FSJ LAUNCH EMAIL

Be Seen the Moment a New Issue Goes Live

Each time a new edition of *The Foreign Service Journal* is released, more than 12,000 AFSA members receive a dedicated email announcing the issue and linking directly to the digital edition. Position your brand alongside one of our highest-profile communications.

THE FOREIGN SERVICE JOURNAL

AVERAGE OPEN RATE: 35%

Text Sponsorship:
Up to 50 words with one clickable link.
$1,200/month

Banner Sponsorship:
450 × 450 px ad, plus up to 50 words with one clickable link.
$1,500/month

NEW! *FSJ* EDITORS' PICKS

Align Your Brand with Our Most Popular Content

Every other month, the editors of *The Foreign Service Journal* curate the most compelling articles from the current issue and deliver them to 12,000+ AFSA members. This premium sponsorship places your message alongside the content readers value most.

Editors' FSJ PICKS

AVERAGE OPEN RATE: 35%

Text Sponsorship:
Up to 50 words with one clickable link.
$1,200/month

Banner Sponsorship:
450 × 450 px ad, plus up to 50 words with one clickable link.
$1,500/month

Reserve your sponsorship today and ask about our frequency plans to maximize your visibility and savings.

EXPAND YOUR HORIZONS

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AFSA SPONSORSHIPS

AFSA OFFERS AN EXCLUSIVE OPPORTUNITY TO REACH THE INBOXES OF MORE THAN 12,000 DIPLOMATS.

Bundle with print advertising in the *Journal* for maximum impact!

EXTEND YOUR BRAND REACH

AFSA MEDIA DIGEST

Become the exclusive sponsor of the AFSA Media Digest, a popular weekday member benefit featuring news articles related to diplomacy.

Choose your sponsored clickable message by the week:

Text Ad: Up to 50 words with one clickable link
$2,000 net/weekly

Banner Ad: 468px W x 60px H, plus one clickable link
$2,500 net/weekly

AVERAGE OPEN RATE: 41.5%



AFSA RETIREMENT E-NEWSLETTER

This bimonthly e-newsletter provides information on retirement benefits issues and activities and programs geared toward those approaching retirement and in retirement.

SCHEDULE: February, April, June, August, October, and December. Relevance to the Foreign Service is necessary for approval.

Text Ad: Up to 50 words with one clickable link. $1,500 per issue

AVERAGE OPEN RATE: 33%



*An additional cost may be applied for any approved customization and for non-*FSJ* advertisers.
**Approval is needed on all ad copy.

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AFSA DIGITAL

AFSA OFFERS YOU A CHANCE TO EXTEND YOUR BRAND INTO ITS VIBRANT ONLINE COMMUNITY HUB.

Bundle these great opportunities with print advertising in the *Journal* for maximum impact!

AFSA WEBSITE OPPORTUNITIES

Homepage Carousel Slider

LEADERBOARD SIZE: 800px W x 800px H (static)

COST: $2,500/monthly

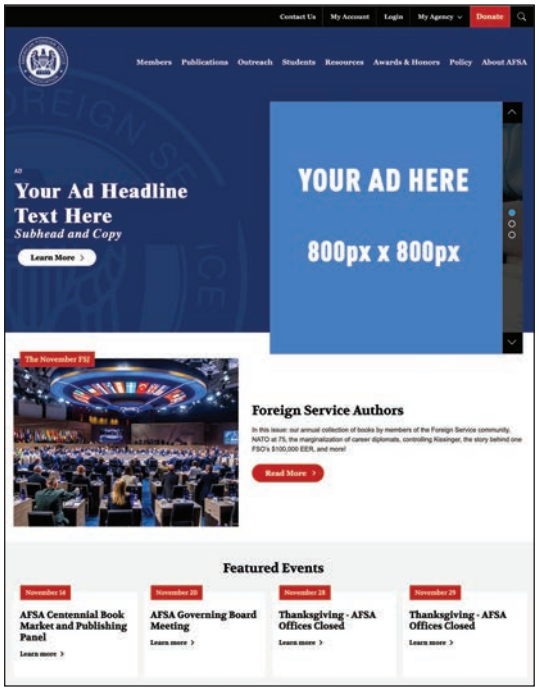
SUPPLY: URL, header, subhead, and 30-40 words descriptive copy.

Side Web Banner

SIZE: 202px W x 85px H

COST: $500/monthly (min. 3 months)

Digital AD File Submission
Acceptable file formats: GIF, PNG, JPG/JPEG



AFSA MARKETPLACE RESOURCE LISTINGS
www.afsa.org/afsa-marketplace

CHOOSE YOUR CATEGORY:

Extended Stay Housing
Property Management
Real Estate
Legal Services
Taxes & Financial Advice
Insurance
Automobiles

COST: $35 per month (min. 6 months)

MAKE YOUR INVESTMENT COUNT

According to a recent survey, **80%** of *FSJ* readers visit the AFSA website.

Featuring an average of more than **55,000** unique visitors each month.

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TERMS & CONDITIONS

THE FOREIGN SERVICE JOURNAL

PUBLISHED BY THE AMERICAN FOREIGN SERVICE ASSOCIATION

Publication of Advertisement

- All advertising content is subject to AFSA's approval.
- Acceptance of the advertisement by AFSA shall in no way constitute endorsement of or recommendation by AFSA or *FSJ* for the content of the advertisement or the product advertised.
- AFSA reserves the right to reject or cancel any advertising, insertion order, space reservation, or position commitment at any time, regardless of whether such advertising was previously acknowledged, accepted, or published.
- AFSA reserves the right to give 24-hour notice prior to pausing a campaign if the relevant specifications and guidelines detailed on page 7 of this media kit are not met.
- AFSA will not accept from any organization or individual advertising of materials that may, directly or indirectly, relate to matters of official USG concern.
- All advertising that may be mistaken for an article, commentary, or other non-advertising material must be clearly marked "PAID ADVERTISEMENT." AFSA reserves the right to include such a mark on all ad materials.

Rate Card

- It is assumed that advertisers and/or their agents have reviewed the conditions set forth in the rate card and agree to such conditions without any further notice or contact.
- All advertising rates and the editorial calendar on the rate card are subject to change without notice.

Payment

- Payment for advertising is due within 30 days of the invoice date.
- Online payments are preferred, please contact the 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
- Advertiser and its agents will be held jointly and severally liable for all monies due and payable to the AFSA for published advertising that the advertiser and/or its agents ordered.

Modifications and Cancellations

- Requests for modifications and changes to original layout and copy and/or overall number of insertions may result in additional charges. All additional charges will be based on composition rates at the time of the request.
- Cancellation must be received in writing 45 days prior to publication date.
- Any cancellations before the contract expiration date will result in a cancellation fee not exceeding the rate of the last insertion.

Liability Notice

- Advertisers and advertising agencies assume full liability for the content of their published advertisements.
- Advertisers and advertising agencies assume full responsibility for any and all claims made against the AFSA arising from their published advertisements.
- Advertisers and advertising agencies release AFSA from any and all liability for publisher's failure, for any cause, to publish an advertisement.

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*.