

PROFILE

THE FOREIGN SERVICE JOURNAL

Published since 1924, the *Foreign Service Journal* is the only magazine of foreign affairs written specifically for members of the U.S. Foreign Service.

The *Journal* has a circulation of 16,000 with 32,000 readers. Along with active Foreign Service personnel and their families, our readers include retired diplomats, members of Congress, State Department officials and other foreign affairs professionals.

Our readers are influential, not only in the decisions they make, but also in the examples they set. They use their influence to promote U.S. interests and businesses abroad. *Journal* subscribers are highly mobile and normally spend one-third of their working lives in the United States and the balance at diplomatic and consular posts in more than 170 countries.

EDITORIAL CONTENT

Whether in the United States or abroad, our readers see the *Foreign Service Journal* as a lifeline to products and services that meet their needs. In promoting U.S. businesses, Foreign Service officers use a broad range of American products as symbols of U.S. excellence. With relatively little access to the U.S. television, radio and print media with which domestic consumers are deluged every day, readers depend on the *Journal* to deliver information about American products and services and the companies that provide them.

The *Foreign Service Journal* can deliver your message to every U.S. embassy and consulate, as well as deep into the State Department and other foreign affairs agencies.

What makes the *Foreign Service Journal* unique is its vital mix of foreign affairs coverage and frank discussion of life inside the U.S. government. When employees want to find out what's really going on with agency reorganizations, salaries, promotions, medical benefits or their children's schooling they turn to the *Journal*. It's not the government's voice: It's their voice.

The magazine's combination of foreign policy articles, opinion and humor pieces, tales of diplomatic life, book reviews, and travel articles produces a balanced and lively read each month. It attracts writers of all kinds—veteran diplomats, experts from academia, think-tanks and Congress, as well as Washington journalists and freelancers.

Advertisers have been using the *Foreign Service Journal* for more than 80 years to reach this distinguished readership. They have found the *Journal* essential in marketing services such as automobiles, insurance, real estate, extended-stay housing and schools or simply informing our diplomats of the global importance of their firms.

