

OUR READERS

THE FOREIGN SERVICE JOURNAL

AT THE *FOREIGN SERVICE JOURNAL*, WE ARE PROUD TO BRING OUR READERS THE WORLD. The *Foreign Service Journal* reaches a unique audience of well-educated, affluent, influential, and mobile men and women. Our readers include high-level U.S. government employees involved in foreign affairs, State Department officials, and members of Congress. These readers are some of the nation's most influential professionals in high-profile positions abroad, and their lifestyle matches their influence. Nearly 60% of *Journal* readers have a postgraduate degree.

HIGH-PROFILE READERSHIP

Journal readers are sophisticated consumers and savvy investors. According to an December 2005 survey, their average pre-tax household income is \$114,563. The average value of their financial investments is \$237,685 and the average value of their primary residence is \$457,159. While overseas, our readers depend on professional services from real estate agents, stockbrokers, and lawyers, among others, to maintain their interests back home.

PROFESSIONALS

Journal readers are involved in business, political and social affairs:

- ▶ 91% vote in federal, state or local elections;
- ▶ 51% have assisted U.S. citizens overseas;
- ▶ 36% have promoted U.S. business overseas.

Journal readers are able to reach influential audiences:

- ▶ 54% have given a speech at a public meeting;
- ▶ 28% have played an active role in a civic or social issue;
- ▶ 12% have written an article/book for publication.

In addition, U.S. diplomats entertain frequently. They assist Americans living abroad with goods and services, and often advise foreigners who are planning to travel to the United States, purchase American products or do business with U.S. firms.

WE BRING OUR READERS AND ADVERTISERS THE WORLD

Abroad and at home, readers and their families see the *Journal* as a friend and a lifeline. They keep each issue around the house for three months or longer.

Readers spent an average of 47 minutes with each issue:

- ▶ 75% of them spend more than 30 minutes;
- ▶ 50% spend more than 45 minutes;
- ▶ 25% spend more than 60 minutes.

Usefulness of advertisements:

- ▶ 34% of our readers have purchased products or services featured in a *Journal* ad;
- ▶ 58% of our readers visit a Web site mentioned in an ad;
- ▶ 27% shared an ad with someone else.