

# THE FOREIGN SERVICE JOURNAL

## Media Kit



# 2017

Profile	3
Our Readers	4
Readership Demographics	5
Our Readers' Consumer Habits	7
Travel	8
Rate Card / Ad Products	9
Mechanical Specifications	10
Online: <a href="http://www.AFSA.org">www.AFSA.org</a>	11
AFSA Retiree Section	12

## Profile



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 18,000 with a readership of 36,000. Along with active-duty 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, normally spending 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 globally mobile readers see *The Foreign Service Journal* as a lifeline to products and services that meet their unique needs. They 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 inside the State Department and other foreign affairs agencies.

*The Foreign Service Journal* is unique because of its vital mix of foreign affairs coverage and discussion of life inside the U.S. government. Employees turn to the *Journal* to find out what's going on with agency reorganizations, salaries, promotions, medical benefits or their children's schooling. 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 and 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 90 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.

## Our Readers

### A UNIQUE AUDIENCE

*The Foreign Service Journal* reaches a unique audience of well-educated, affluent, influential, and mobile men and women. Our readers include high-level diplomats and others involved in foreign affairs, as well as members of Congress and academia. These readers are some of the nation's most influential professionals in high-profile positions abroad, and their lifestyle matches their influence. Nearly 73% of *Journal* readers have a postgraduate degree.

### HIGH-PROFILE READERSHIP

*Journal* readers are sophisticated consumers and savvy investors. According to our most recent survey, their average pre-tax household income is approximately \$123,000, while the average value of their financial investments reaches \$470,000 and the average value of their homes is \$560,000. 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:

- 88% vote in federal, state or local elections
- 45% have assisted U.S. citizens overseas
- 31% have promoted U.S. business overseas

*Journal* readers are able to reach influential audiences:

- 40% have contacted a public official
- 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 two months or longer.

#### Usefulness of advertisements:

- 70% of our readers find our advertisements useful
- 62% of our readers visited a website mentioned in an ad
- 40% found businesses that offer services they need

*"I have used services advertised frequently, from apartment rental to professional services."*

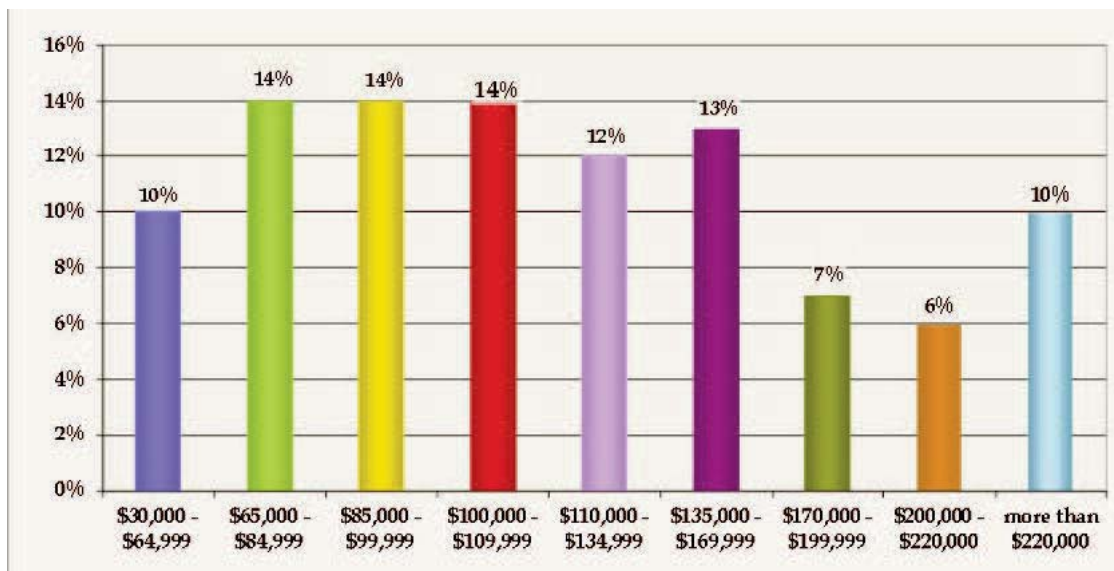
*-Reader, The Foreign Service Journal*

## Readership Demographics\*

**87% of our readers own one home or more.**  
**The average value of our readers' homes is \$560,000**

### OUR READERS' HOUSEHOLD INCOME

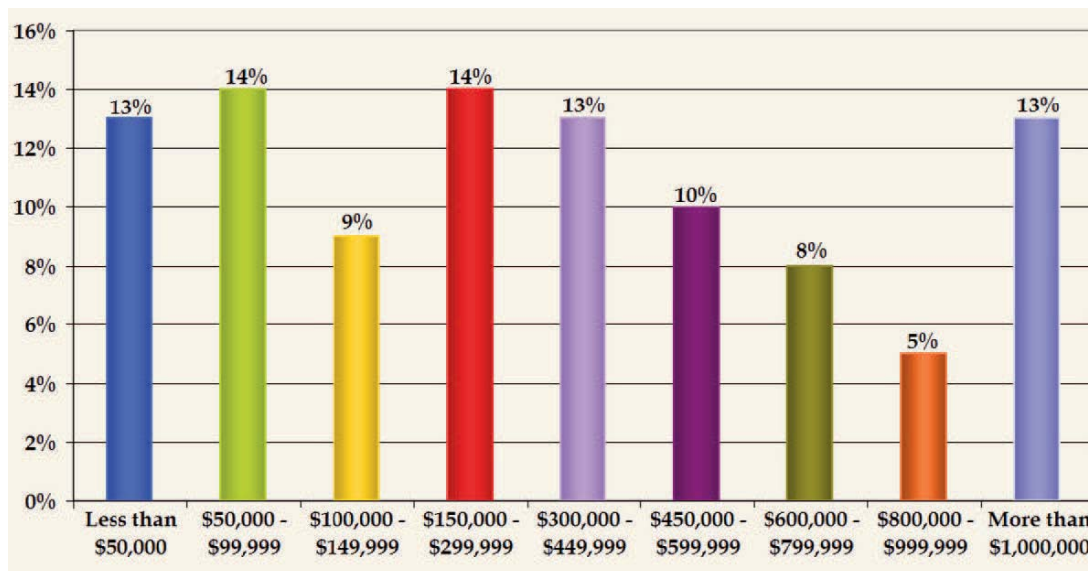
*Average annual household income: \$124,644*



59% OF OUR READERS HAVE AN AVERAGE ANNUAL HOUSEHOLD INCOME IN EXCESS OF \$100,000.

### VALUE OF READERS' INVESTMENT PORTFOLIOS

*Average Value of Investment Portfolios: \$470,540*



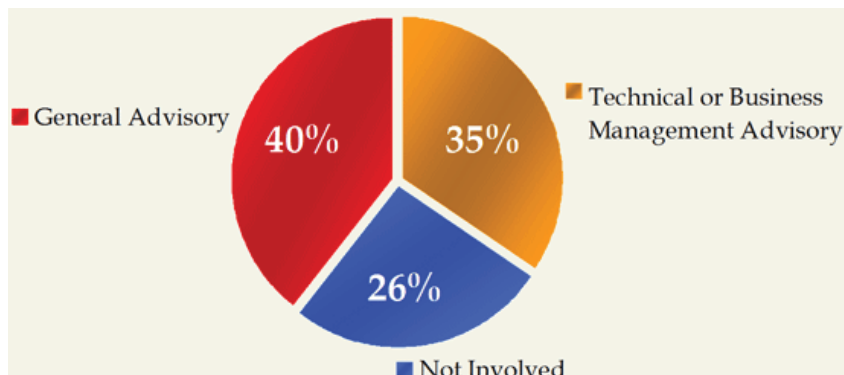
66% OF OUR READERS MONITOR THEIR INVESTMENTS ON A MONTHLY BASIS.

*\*All data based on reader survey*

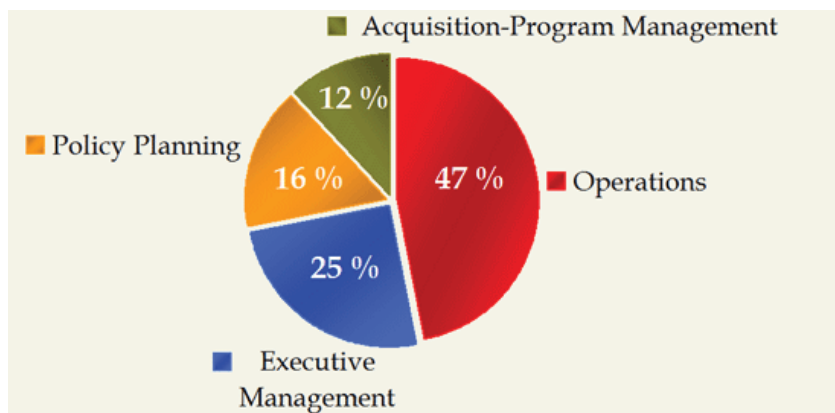
## Readership Demographics\*

The State Department spends more than \$495,000,000 on travel annually.\*

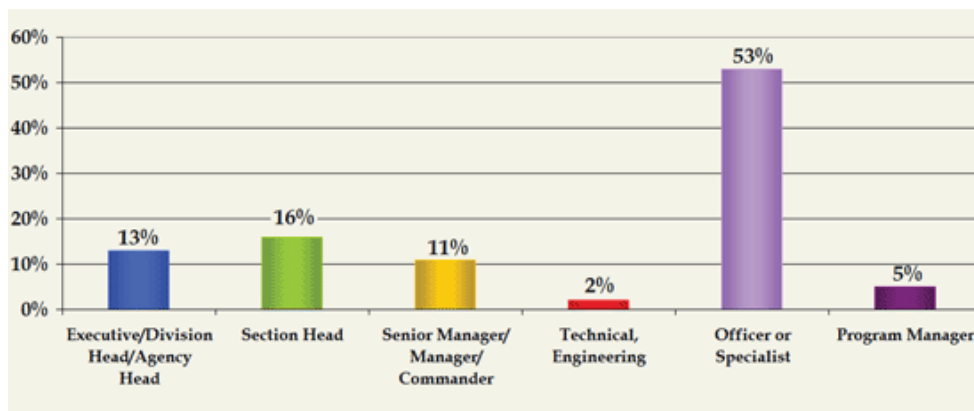
### INVOLVEMENT IN WORK-RELATED PURCHASE DECISIONS.



### JOB FUNCTIONS



### CURRENT POSITION

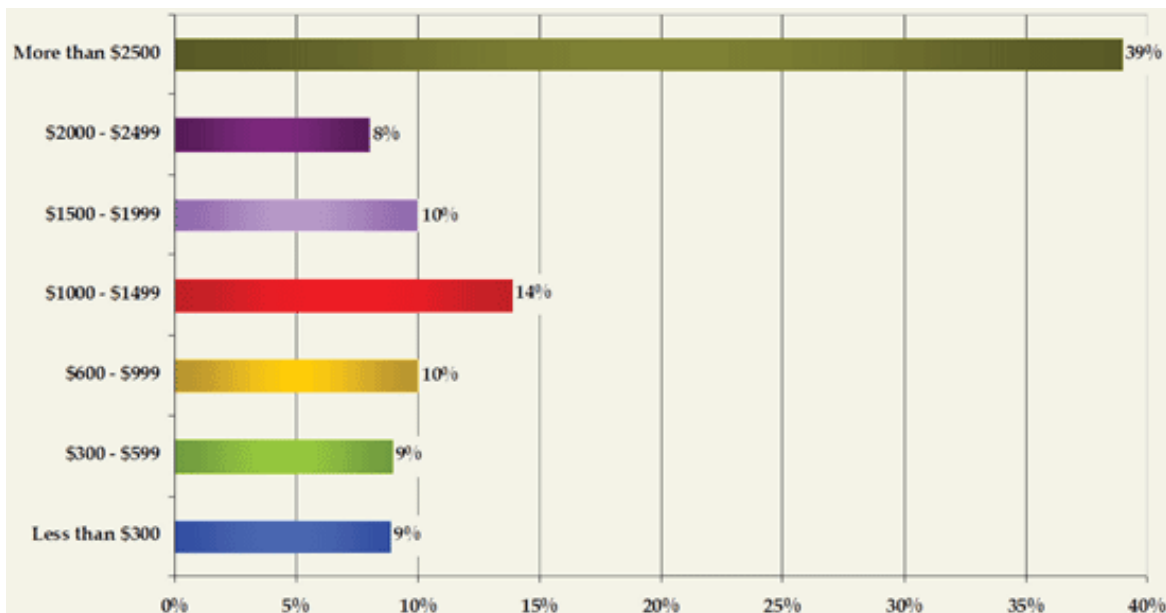


\*Source: Government Accountability Office Report, July 2016

## Our Readers' Consumer Habits

### READERS' SPENDING FOR ONLINE PURCHASES

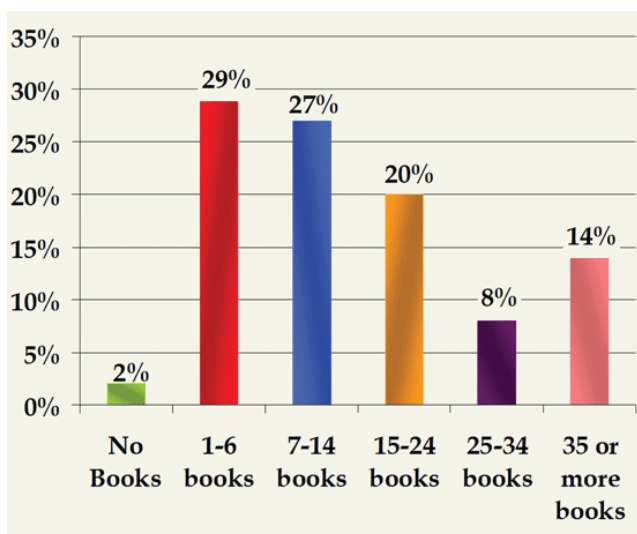
*Average Annual Spending Online: \$1,687*



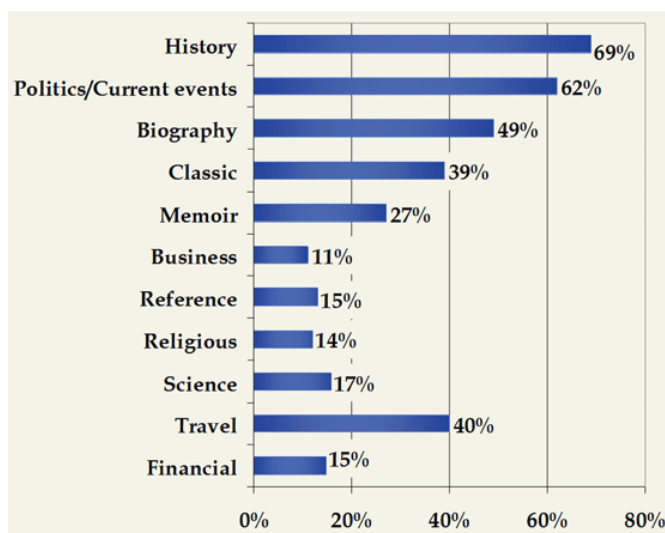
**43% SPENT MORE THAN \$2,000 ON ONLINE PURCHASES ANNUALLY**

### ANNUAL NUMBER OF BOOKS PURCHASED

*Average Number of Books Purchased Annually: 15*

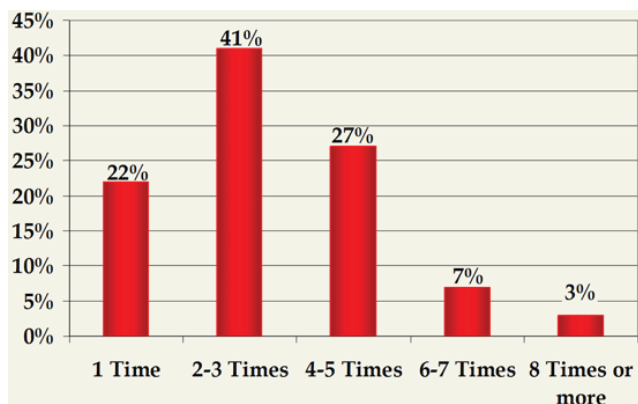


### BOOK TOPIC PREFERENCES

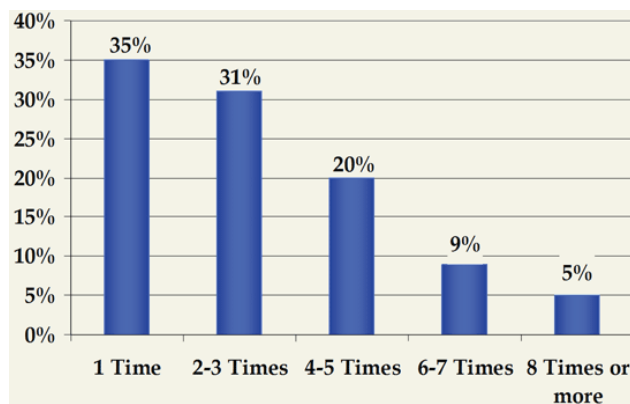


**87% of respondents are planning to take a personal trip in the next 6 months**

**ANNUAL FREQUENCY OF DOMESTIC FLIGHTS**

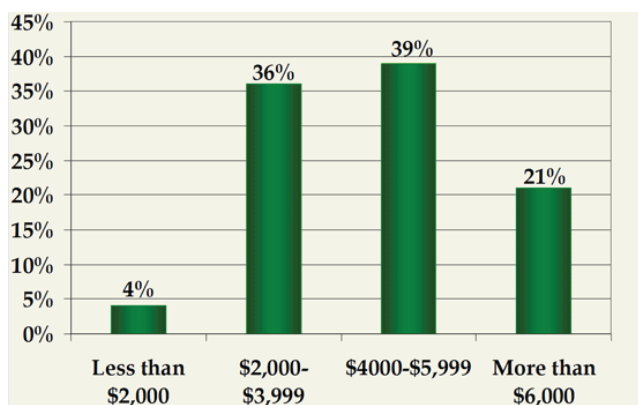


**ANNUAL FREQUENCY OF INTERNATIONAL FLIGHTS**

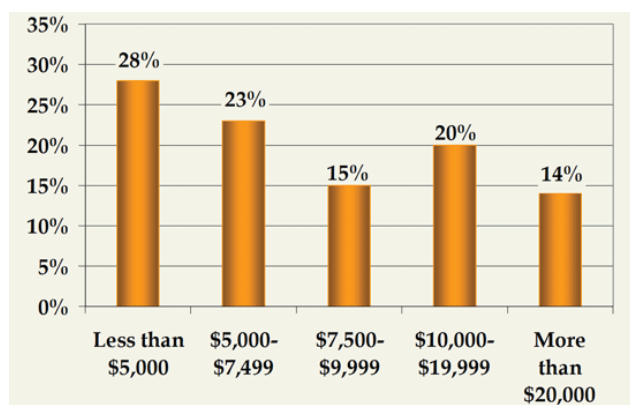


**71% of respondents use online travel services regularly**

**ANNUAL AMOUNT SPENT ON PERSONAL TRAVEL**



**ANNUAL AMOUNT SPENT ON BUSINESS TRAVEL**



**OUR READERS SPEND AN AVERAGE OF \$9,358 IN WORK-RELATED TRAVEL ANNUALLY.**



## Advertising Opportunities

**CONTACT:** Ed Miltenberger

**TEL:** (202) 944-5507

**EMAIL:** MILTENBERGER@AFSA.ORG

### DISPLAY AD RATES 2017\*

### PREMIUM PLACEMENT

FOUR COLOR	1X	6X	12X
Full Page	2790	2715	2420
2/3 Page	2500	2420	2270
1/2 Page	2140	1960	1825
1/3 Page	1825	1675	1640
1/4 Page	1450	1270	1230

TWO COLOR	1X	6X	12X
Full Page	2250	2045	1870
2/3 Page	2045	1870	1730
1/2 Page	1640	1395	1265
1/3 Page	1270	1075	975
1/4 Page	965	830	795

BLACK & WHITE	1X	6X	12X
Full Page	1965	1755	1605
2/3 Page	1720	1540	1405
1/2 Page	1305	1080	930
1/3 Page	930	795	710
1/4 Page	710	660	515

*Price per insertion, effective beginning Jan. 1, 2017.*

### WEB PRODUCTS

For information and prices of online advertising opportunities, please see page 11.

### PRINT DISPLAY ADS

Display ads are available in six standard sizes and in four-color, two-color or black and white. Two-page spreads are charged at individual unit rates and count as two units for purposes of determining frequency.

### ONLINE DIGITAL EDITION

Two types of hyperlinks are available: standard link (price is 5% of display ad rate), the address is underlined and constitutes the link. With the enlarged link (price is 10% of display ad rate), most of the display ad is clickable.

### BUSINESS REPLY CARDS

All BRCs must accompany a full-page ad. Contact the Advertising Manager for mechanical specifications and quantity required.

### CLASSIFIED ADVERTISEMENTS

\$1.60 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. Phone number, Zip code, permitted abbreviations (P.O. Box, SASE) all count as one word. A fee of \$10 is incurred for changes in the classified ad text. Submissions must be received in written form via email, fax or letter.

### DEADLINES

Space reservation: 20th of the month; art work: 25th of the month. Five weeks prior to publication.

Inside Front Cover: Ad rate plus 15%  
 Inside Back Cover: “ “ plus 10%  
 Outside Back Cover: “ “ plus 20%  
 Special position: “ “ plus 10%  
 Bind-in cards: \$1,195 plus \$325 insertion fee






All production costs for advertising that is not in high resolution will be passed on to the advertiser. Fees for creation and on production of black-and-white advertisements begin at \$110. Alterations: black and white \$60; color \$110. Advertisements failing to meet required advertising dimensions will be reformatted at a cost of \$110.

### POLYBAG ADVERTISING

Polybag outserts 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. Contact the Advertising Manager for more information.

Send materials for polybag advertising to:  
 Cadmus Specialty Publications  
 Attn: Kevin Minter  
 2901 Byrdhill Road  
 Richmond VA 23228  
 Tel.: (804) 261-3075

## Mechanical Specifications\*

	<p><b>Full Page</b></p> <p>W 7" x H 10" W 178mm x H 254mm</p>
	<p><b>Two Columns</b></p> <p>W 4.5" x H 9.25" W 114mm x H 235mm</p>
	<p><b>1/2 Page</b></p> <p>W 7" x H 4.5" W 178mm x H 114mm</p>
	<p><b>1/3 Page</b></p> <p>Col. : w 2.167" x H 9.25" w 55mm x H 235mm Cube: w 4.5" x H 4.5" w 114mm x H 114mm</p>
	<p><b>1/4 Page</b></p> <p>W 3.25" x H 4.5" W 82mm x H 114mm</p>

### SPECIFICATIONS

Bleed size: 8.375" W x 11.125" H (allow 1/8" inch 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).  
 File format accepted: PDF with embedded fonts is best format.  
 Other formats that are acceptable are: .JPEG, .TIFF, .EPS.  
 All artwork used to create an ad must be 300 DPI (dots per inch) in CMYK, Grayscale, Line Art. The *FSJ* cannot be responsible for any distortions or lack of quality of artwork that is submitted below these standards. The *Journal* is not responsible for primary art work after publication. Production of black and white, two-color, and four-color ads is available. Please contact the Advertising Manager for specifics.

### AFSA WEB PAGE INFORMATION

**97% of *Journal* readers purchase goods and services online as compared to 74%\* of U.S. consumers.** \*Source: [www.internetworldstats.com](http://www.internetworldstats.com)  
 Advertising on our Web page pays off for our clients and benefits our readers by supplying crucial goods and services. In addition, the Web is an advertising medium that cannot be ignored; some 64%\* of consumers

have made a first purchase from a particular brand because of a digital experience such as a website, Web banner, or email. Space is available for placement of Website banners. Submissions should include a .GIF file with logo and hyperlink. Animation is permitted.

### BILLING, COMMISSIONS AND DISCOUNTS

**BILLING AND LIABILITY:** Advertisers are invoiced upon publication. In the event of non-payment for advertising space, advertisers and their agencies have dual liability to the American Foreign Service Association.

**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.

**COPY REGULATIONS:** All advertising is subject to publisher's approval. Publisher reserves the right to reject any advertisement not considered suitable for publication.

**COMMISSION AND DISCOUNTS:** Bona fide advertising agencies receive 15% off gross insertion. Commissions are not allowed on mechanical or binding charges.

**CANCELLATION:** 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.

**MAILING INSTRUCTIONS:** Identify material by name of advertiser's *Foreign Service Journal* account. Send all contracts, correspondence to:

Ed Miltenberger, AFSA/*Foreign Service Journal*, 2101 E Street N.W., Washington DC 20037  
 Email: [miltenberger@afsa.org](mailto:miltenberger@afsa.org), Tel: (202) 944-5507, Fax: (202) 338-8244.

97% of *Journal* readers shop online!

Our readers use State Department Pouch mail at domestic mail rates to ship worldwide.

We offer a digital edition of *The Foreign Service Journal*, that has a growing readership.

Page requests per month:	68,986
Total visiting users per month:	26,361
Average users per day:	878
Average number of page requests per visit	1.87

### WEBSITE MONTHLY RATES\*:

Web banner on Marketplace Home Page	\$ 120
Web Banner on Resource page	\$ 85
Web Listing on Resource page	\$ 35
FSJ Home Page Web ad	<i>call for price</i>
Web Blow-in-Card	<i>call for price</i>
Web Leader Board	<i>call for price</i>

\* With display ad purchase

### SPECIFICATIONS FOR ONLINE PRODUCTS IN PIXELS:

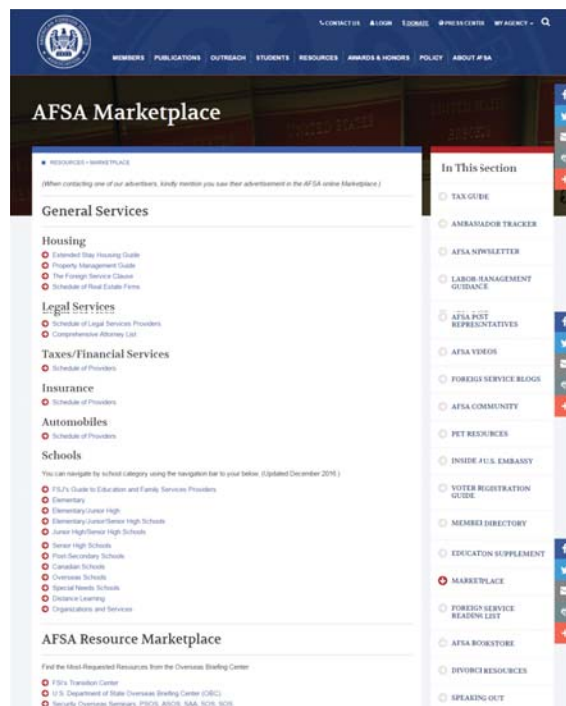
Leaderboard	W 600 X H 350
Marketplace banner	W 202 X H 85
Banner on a resource page	W 202 X H 85
Listing Business card text	Business card text

### GENERAL WEB AD REQUIREMENTS:

- Files accepted: GIF, JPEG, Rich Media and Third Party Served ads.
- 30-second maximum for any animation.
- Ads in AFSA email newsletters cannot use Rich Media.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- FSJ reserves the right to give 24-hour notice prior to pausing a campaign if this specification is not met.
- No sound may be used.
- Up to 100K in polite download is allowed (Polite download is the portion of the ad that loads once content loads).

### THE DIGITAL EDITION OF THE JOURNAL

<http://afsa.org/fsj/>



## AFSA Retiree Section

Retirees are a significant AFSA constituency. Retirees (and active-duty employees approaching retirement) receive a bi-monthly newsletter (5,000 digital circulation) devoted primarily to federal benefit issues, such as annuities, health benefits, Medicare and Social Security; the monthly *Foreign Service Journal*; an annual Retiree Directory that provides both contact points for retiree members and guidance on retirement issues. In addition, retiree members have access to an AFSA Web page devoted to retiree information and resources, including job listings. AFSA staff provides guidance on and assistance with benefit issues to retiree members. In a recent survey of retiree members, 98 percent of respondents reported that they read the bimonthly newsletter and 33 percent reported that they have visited the retiree Web page [www.afsa.org/retiree](http://www.afsa.org/retiree).

### RETIREE INFORMATION ONLINE

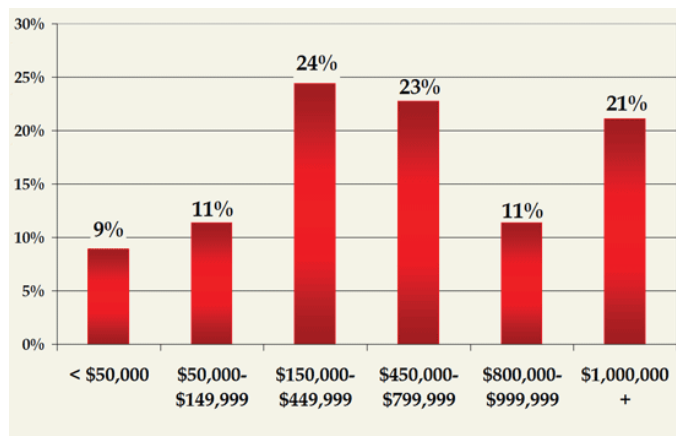
<http://afsa.org/retiree/>



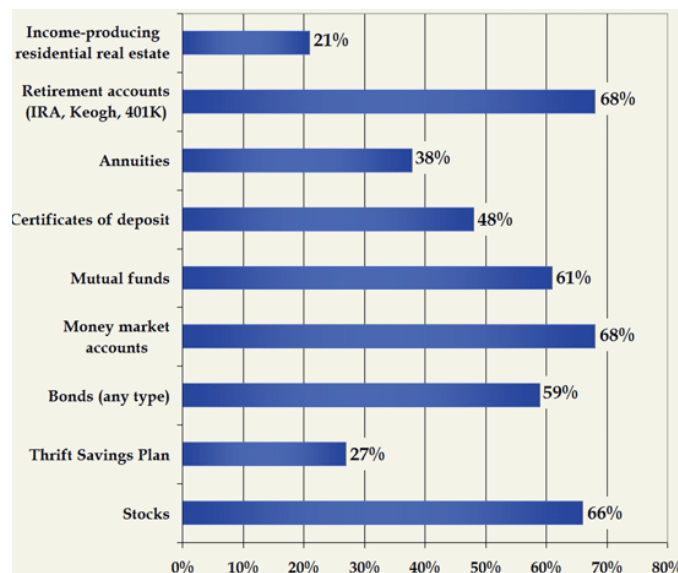
- **95% OF OUR RETIREES OWN THEIR OWN HOME.**
- **AVERAGE ANNUAL HOUSEHOLD INCOME IS \$75,000.**
- **20% OF HOUSEHOLDS HAVE AN ANNUAL INCOME OVER \$150,000**

### VALUE OF OUR RETIREE INVESTMENT PORTFOLIOS

*The Average Value of Investment Portfolios is \$513,865  
33% have an Investment Portfolio greater than \$800,000*



### DISTRIBUTION OF THE INVESTMENT PORTFOLIOS\*



\*2010 AFSA Retiree Survey