MEDIA KIT
2020
YOUR RESOURCE TO REACH DIPLOMATS
AND THE FOREIGN POLICY COMMUNITY
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YOUR AFSA PUBLICATIONS TEAM

AFSA: 202-338-4045

EDITOR-IN-CHIEF
Shawn Dorman
dorman@afsa.org, x503

SENIOR EDITOR
Susan Brady Maitra
maitra@afsa.org

MANAGING EDITOR
Kathryn Owens
owens@afsa.org, x707

ASSOCIATE EDITOR
Cameron Woodworth
woodworth@afsa.org, x511

PUBLICATIONS COORDINATOR
Dmitry Filipoff
filipoff@afsa.org, x709

ADVERTISING MANAGER
Molly Long
long@afsa.org, x706

ART DIRECTOR
Caryn Suko Smith
journaldesign@comcast.net

The Foreign Service Journal is the flagship publication of The American Foreign Service Association 2101 E Street NW, Washington DC 20037 (202) 338-4045
RECENT AWARDS

The Foreign Service Journal has received multiple awards for its excellence and leadership among nonprofit association publishers.

2019 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARD
“Editorial/Opinion Piece” category for “Respect, Trust and Partnership: Keeping Diplomacy on Course in Troubling Times,” April 2018

2018 TRENDS’ ALL MEDIA CONTEST
Bronze in Association for its high quality and creativity

2017 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARD
“General Excellence” and “Single Topic Issue” for coverage of “The New Russia at 25” in the December 2016 issue

EDITORIAL CONTENT

Whether at home 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 FSJ to deliver information about American products and services, and the companies that provide them.

The FSJ comprises a vital mix of foreign affairs coverage and discussion of work and life inside the U.S. government. The magazine’s combination of foreign policy articles, career guidance, opinion and humor pieces, tales of diplomatic life, book reviews and travel articles produce a balanced and lively read ten times per year.

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

The FSJ has a print circulation of 18,000 that goes to 36,000+ active duty and retired foreign affairs professionals across the United States and more than 150 other countries. Each issue of the Journal reaches the broader foreign affairs and foreign policy decision-making community.

The online version extends the reach to thousands more. We can deliver your message to every U.S. embassy and consulate, as well as inside the State Department and the other foreign affairs agencies.

With AFSA’s high level of industry penetration, nearly 80% of all career Foreign Service officers and specialists receive an addressed copy of The Foreign Service Journal.

Advertisers have been using the FSJ to reach this distinguished readership for a century. They have found it essential in marketing services such as automobiles, insurance, real estate, extended-stay housing, lodging, travel, schools, retirement living options—or in simply informing our diplomats of the global importance of their firms.

100 YEARS OF EDITORIAL EXCELLENCE
READERSHIP DEMOGRAPHICS

Our readers include high-level diplomats and others involved in foreign affairs, members of Congress, think tanks, journalists, military personnel, academics and foreign diplomats in Washington. According to a recent reader survey:

The FSJ offers a high-profile and professional readership.

- **87%** of our readers have a college degree or higher
- **66%** have postgraduate study
- **62%** of our readership are age 50 or older
- **75%** are involved in work-related purchase decisions
- **45%** have assisted U.S. citizens overseas
- **31%** have promoted U.S. business abroad

Usefulness of Advertisements:

- **70%** of readers find our advertisements useful
- **62%** of readers 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%** of our readers have an investment portfolio over $500,000
- **Average value of portfolio investments:** $470,540
- **Average value of homes:** $560,000
2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PLANNED EDITORIAL</th>
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<tbody>
<tr>
<td>JANUARY/FEBRUARY</td>
<td>How They See US: Foreign Diplomats&lt;br&gt;Reflect on the United States&lt;br&gt;Also: Teaching Diplomacy</td>
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<tr>
<td>MARCH</td>
<td>Russia and Ukraine</td>
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<tr>
<td>APRIL</td>
<td>Foreign Service Career Management</td>
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<tr>
<td>MAY</td>
<td>Nuclear Diplomacy</td>
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<td>JUNE</td>
<td>Human Rights &amp; Diplomacy</td>
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<tr>
<td>JULY/AUGUST</td>
<td>Foreign Service Response to Coronavirus Pandemic</td>
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<tr>
<td>SEPTEMBER</td>
<td>Race &amp; Diversity in the Foreign Service&lt;br&gt;Also: UN at 75</td>
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<tr>
<td>OCTOBER</td>
<td>Diversity in the Foreign Service, Part II&lt;br&gt;Also: Another Look at McCarthyism</td>
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<tr>
<td>NOVEMBER</td>
<td>'In Their Own Write’ FS Books Roundup —&lt;br&gt;Also: George Shultz “On Trust”</td>
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<tr>
<td>DECEMBER</td>
<td>FSA Award Winners&lt;br&gt;Also: 25th Anniversary of Dayton Accords</td>
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<tr>
<th>SPECIAL SECTION</th>
<th>DEADLINES</th>
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<tr>
<td>TAX GUIDE</td>
<td>11/15/19  12/1/19</td>
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<td>RETIREMENT</td>
<td>1/15/20  2/1/20</td>
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<tr>
<td>EDUCATION SUPPLEMENT</td>
<td>10/15/20  11/1/20</td>
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<td>10/15/20</td>
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*Editorial is subject to change  **Last updated July 2020

DEPARTMENTS AND COLUMNS

Regularly featured departments and columns inside The Foreign Service Journal:

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
Message from the Hill: members of Congress share their thoughts on the importance of diplomacy
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
Off Road with the Foreign Service: illustrated accounts of diplomats’ unusual experiences outside the embassy
## 2020 RATE CARD

<table>
<thead>
<tr>
<th>COVERS Premium 4-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$3,650</td>
<td>$3,605</td>
<td>$3,560</td>
<td>$3,175</td>
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<tr>
<td>Inside Front Cover</td>
<td>$3,475</td>
<td>$3,443</td>
<td>$3,410</td>
<td>$3,045</td>
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<tr>
<td>Inside Back Cover</td>
<td>$3,350</td>
<td>$3,305</td>
<td>$3,260</td>
<td>$2,910</td>
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</table>

| 4-Color Full Page      | $3,045 | $3,005 | $2,965 | $2,645 |
| 2/3 Page               | $2,730 | $2,688 | $2,645 | $2,500 |
| 1/2 Page               | $2,355 | $2,250 | $2,140 | $2,015 |
| 1/3 Page               | $1,990 | $1,910 | $1,830 | $1,800 |
| 1/4 Page               | $1,530 | $1,450 | $1,385 | $1,360 |

| 2-Color Full Page      | $2,445 | $2,330 | $2,215 | $2,055 |
| 2/3 Page               | $2,175 | $2,078 | $1,980 | $1,835 |
| 1/2 Page               | $1,725 | $1,600 | $1,475 | $1,315 |
| 1/3 Page               | $1,315 | $1,240 | $1,165 | $1,075 |
| 1/4 Page               | $1,075 | $1,050 | $1,025 | $865 |

**Special Position Requests:** add 15% to rate listed.

**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 per issue. **Black and white ad rates are available upon request.**

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**CLASSIFIED LISTINGS**

3 months 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. Phone number, zip code and permitted abbreviations (P.O. Box, SASE) all count as one word. A fee of $10.00 is incurred for changes in the classified ad text. Submissions must be received in written form via email, ads@afsa.org. Pre-Payment is required (option for 6- or 12-month payment on yearly advertising contracts).

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**ADDITIONAL PRINT OPPORTUNITIES**

**SPECIAL ADVERTISING SECTIONS FOR 2020**

Jan/Feb: Tax Guide

April: Retirement

June and Dec: Education Supplement

Every Issue: Real Estate and Property Management

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**RETIREE DIRECTORY**

This annual directory is a singular up-to-date resource that enables our almost 5,000+ 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.

**Deadline:** October 2020.

Contact Molly Long, AFSA’s Advertising Manager, at (202) 338-4045 x706 or long@afsa.org for more information.
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.
- 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 files will be accepted.
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. This opportunity comes as a bonus with the purchase of a display ad in the print edition. All FSJ readers receive access to both the print and digital editions.

NEW in 2020!

SPONSORSHIP OPPORTUNITIES
AFSA eNewsletter
Reach 15,000 interested Foreign Service professionals

1. Retirement eNewsletter ....................... $1,500 per issue received by email every two months
2. AFSA Media Digest .............................. $1,000 per week
   Your company can be the sponsor of this daily news collection of articles related to diplomacy. It is a popular member benefit, published Monday-Friday. Offer available every other week.

DISPLAY AD WEBSITE OPPORTUNITIES
AFSA.ORG Website Homepage (See right)
Leaderboard Carousel Only ............... $2,500 per month
Size: 600px wide x 350px high

INSIDE DISPLAY AD WEB PAGE OPTIONS
Side Web Banner Only .......................... $500 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

AFSA MARKETPLACE (www.afsa.org/afsa-marketplace)
Resource Listing .......................$35 per month (minimum 6 months)
General Services Categories include: Housing, Legal, Tax/Financial Services, Insurance, Automobiles, Schools.

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

DIGITAL AD FILE SUBMISSION GUIDELINES
• Acceptable file formats: GIF, PNG, JPG/JPEG, Rich Media and ads served via third party.
• Animations: 30 seconds, maximum.
TERMS & CONDITIONS

• Payment: Net 30 Days.

• It is assumed that advertisers have read the rate card and agree to its conditions without any further contract or 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 “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.

• Agency Commission and Discounts: bona fide advertising agencies receive 15% off gross insertion on ad space. Commissions are not allowed on mechanical or binding charges.

• Charges for changes from original layout and copy will be based on current composition rates.

• 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.