MEDIA KIT

We influence legislators, business leaders, acclaimed journalists, distinguished professionals, and emerging young scholars.

Capture the attention of our extraordinary audience.
Foreign Affairs
Where insight and influence intersect.

Foreign Affairs is the best source for insight on matters of American foreign policy and global affairs such as defense, finance, health, energy, cyber security, and economics. No other publication has the same access to the leaders who influence headlines.

Our content comes from true experts, and the depth of their impartial analysis is unrivaled.

In print, online, and at our premium custom events, we convene the thought leaders who inform and engage with today’s most sophisticated audiences.
KEEPING INFLUENTIAL AUDIENCES ONE STEP AHEAD

Intelligent, innovative, and entrepreneurial individuals look to *Foreign Affairs* as a voice of authority. The world’s top thinkers trust us to help them find new solutions to build on their best ideas.

**INFLUENTIAL DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Average household income</th>
<th>Average household net worth</th>
<th>Average investment portfolio value</th>
<th>Owns two or more residences</th>
<th>Graduated college</th>
<th>Holds chief officer responsibilities</th>
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<td>$245,995</td>
<td>$1,102,231</td>
<td>$722,000</td>
<td>30%</td>
<td>99%</td>
<td>30%</td>
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Source: Mendelsohn Affluent Study 2013
OUR REPUTATION

“Foreign Affairs not only tells me what is happening in the world, but why; it’s invaluable information.”

BARBARA WALTERS
Author & Journalist

“Foreign Affairs is a must read for me as I attempt to keep up with the seismic shifts of our modern global society.”

TOM BROKAW
Author & Journalist

“Foreign Affairs is more than just a magazine—it’s a genuine public service.”

DIANE SAWYER
News Anchor & Correspondent

“Foreign Affairs is one of the best publications in the business.”

CHUCK HAGEL
U.S. Secretary of Defense

“CFR makes it very accessible...between the website, the podcasts, and Foreign Affairs, you can really absorb it.”

ANGELINA JOLIE
Actress & Activist

“Foreign Affairs is very high on my reading list.”

GEORGE SOROS
Business Magnate, Investor & Philanthropist

FOREIGN AFFAIRS MEDIA KIT
OUR LEADERSHIP

GIDEON ROSE
Editor

Gideon Rose is the editor of Foreign Affairs and the Peter G. Peterson chair. He served as managing editor of the magazine from 2000 to 2010, and previously was the Olin senior fellow and deputy director of national security studies at the Council on Foreign Relations. Mr. Rose holds degrees from Yale and Harvard and has taught at Columbia and Princeton. He has edited both the National Interest and the Public Interest and worked at the National Security Council. He is the author of How Wars End: Why We Always Fight the Last Battle.

JONATHAN TEPPERMAN
Managing Editor


LYNDA HAMMES
Publisher

Lynda Hammes is the publisher of Foreign Affairs. Since she joined the magazine in 2003, paid readership has grown by 25 percent. Ms. Hammes has guided the magazine’s content into the digital era with a leadership role in the launch of a new ForeignAffairs.com, an award-winning mobile website, premium digital subscription products, and an interactive iPad app. Ms. Hammes has worked as a journalist and as an adjunct professor of media studies and journalism at Bard College and New York University. Ms. Hammes, a regular speaker at media conferences and seminars, was honored in the most recent ‘Folio: 100’ list of industry influencers.
OUR CONTRIBUTORS

HILLARY RODHAM CLINTON
- Leading Through Civilian Power
- Security and Opportunity for the Twenty-first Century

ROBERT M. GATES
- Helping Others Defend Themselves
- A Balanced Strategy

CONDOLEEZZA RICE
- Rethinking the National Interest

HENRY KISSINGER
- Crisis: The Anatomy of Two Major Foreign Policy Crises

KOFI ANNAN
- “In Larger Freedom”: Decision Time at the UN

PAUL KRUGMAN
- The Return of Depression Economics
- Debate: America the Boastful

BARACK OBAMA
- Renewing American Leadership

FAREED ZAKARIA
- Can America Be Fixed?
- The Future of American Power

NELSON MANDELA
- South Africa’s Future Foreign Policy

COLIN L. POWELL
- A Strategy of Partnerships
- U.S. Forces: Challenges Ahead

GEORGE PACKER
- The Broken Contract

MADELEINE K. ALBRIGHT
- Bridges, Bombs, or Bluster?
- The Testing of American Foreign Policy
PRINT: AN IMMERSIVE EXPERIENCE

The pages of *Foreign Affairs* magazine engage and inform brilliant minds with a uniquely global perspective.

WHAT READERS SAY

<table>
<thead>
<tr>
<th>Favorite Publication</th>
<th>Global Trends</th>
<th>Influential Ideas</th>
<th>Interesting Conversation</th>
</tr>
</thead>
<tbody>
<tr>
<td>97%</td>
<td>96%</td>
<td>84%</td>
<td>80%</td>
</tr>
</tbody>
</table>

*Foreign Affairs* is one of my favorite publications.

*Foreign Affairs* gives me new insight into international developments and trends.

*Foreign Affairs* exposes me to influential ideas before other sources do.

I refer to what I read in *Foreign Affairs* in conversations with friends and colleagues.

Source: MRI Survey Data

On average, readers spend nearly **two hours** absorbing each issue of *Foreign Affairs*.

217K

**TOTAL AUDIENCE**

*Foreign Affairs* reaches an engaged audience of 217,000 each issue.

75%

**RENEWAL RATE**

Seventy-five percent of *Foreign Affairs* subscribers renew their print subscriptions.

67%

**HIGHLY DEVOTED**

Sixty-seven percent of readers have read the last four consecutive issues of the magazine.

10%

**READERSHIP INCREASE**

A 10 percent increase in readership over an eighteen-month period led to record readership in 2013.
DIGITAL: ALWAYS ON

Influencers are consuming, sharing, and acting on what they read on ForeignAffairs.com.

Our award-winning website features instant and exclusive analysis of political, economic, and diplomatic events.

Popular web-only Capsule Reviews of books and films marry creativity and criticism. Our Foreign Affairs Focus video series features in-depth interviews with some of the most sought-after leaders, scholars, and thinkers. And decision-makers with overcrowded inboxes receive our weekly and monthly newsletters, Foreign Affairs This Week and Foreign Affairs Books & Reviews, respectively, as a direct briefing from the world’s experts on the latest news, books and authors from the ideas cycle.

Daily features, videos, slideshows, and our robust archives are available alongside our magazine content, fostering an engaging online experience.

Standard ad units and custom integration available.

166K
Newsletter subscribers

40%
Average daily newsletter open rate

266% Increase
Facebook fans increased 266% in 2014

515K
AVERAGE MONTHLY UNIQUE VISITORS
ForeignAffairs.com sees an average of 515,000 unique visitors each month.

1.8M
AVERAGE MONTHLY PAGE VIEWS
An average of 1.8 million pages are viewed on our site every month.

2.02
PAGES PER VISIT
Visitors to ForeignAffairs.com view an average of 2.02 pages per visit.

Recent Foreign Affairs Focus interview with Ray Dalio on the global economy.
MOBILE: FOR THE TECH-SAVVY AND HYPER-CONNECTED READER

We know influence often comes with having just the right insight at just the right moment.

*Foreign Affairs* is always accessible via our mobile website and on smartphones, tablets, and e-readers.

The *Foreign Affairs* iPad Extra series, created exclusively for our digital subscribers, offers an ongoing series of original editorial collections.

And we’re constantly adapting and adding to our mobile arsenal to meet the evolving needs of our audience and yours.

Targeted reach, standard mobile ad units, and custom integration available.

---

19%

**UNIQUE VISITORS**

Thirteen percent of our monthly unique visitors come to our award-winning mobile website.

78K

**IPAD USERS**

More than 44,200 users have downloaded the *Foreign Affairs* iPad app since November 2012.

20K

**E-READER SUBSCRIBERS**

More than 19,800 users subscribe to our Kindle Fire, Color Nook, and Google Newsstand editions.

25%

**MOBILE USERS**

More than 19.8 percent of our readers come to ForeignAffairs.com via a mobile device.
 EVENTS: UNPRECEDENTED ACCESS TO THOUGHT LEADERS

We bring together audiences and experts from around the world to discuss the most relevant and timely issues of the day.

From small salons to large conferences, we create a personal connection between our readers who want to network with each other and with our authors. We keep the conversation going with our annual Brazil conference featuring top business leaders, our engaging Foreign Affairs Live events, and other custom events.

Our events attract captains of industry, government, and academia, as well as experts in global finance, economics, technology, energy and the environment, emerging regions, and international policy. Led by Foreign Affairs editors and featuring the latest insights from leading thinkers, attendees are able to engage in open discussion in a unique networking environment.
# 2015 Editorial Calendar

## JAN / FEB

**Davos Issue: Entrepreneurialism**

<table>
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<tbody>
<tr>
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</tbody>
</table>

The *Foreign Affairs* team starts each year with a stand-out issue of big name authors and allows advertisers direct access to attendees of the annual World Economic Forum. This year’s issue includes a special focus on trail-blazers and the logistics of entrepreneurialism.

## JUL / AUG

**Economics and Finance**

<table>
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<tbody>
<tr>
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From first-world stability to frontier economies, *Foreign Affairs* provides insight into the world of global finance and economics—straight from the experts who are making headlines.

## MAR / APR

**Energy and Environment**

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<tbody>
<tr>
<td>ON SALE</td>
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</table>

From fossil fuels to nuclear energy to alternative fuel sources—our experts share their viewpoints on the constantly shifting energy market, as well as how new thinking is shaping the way we build.

## MAY / JUN

**Technology and Innovation**

<table>
<thead>
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<tbody>
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</table>

What is the future of innovation? We traverse Asia, Europe, and North, Central, and South America to discover the way new technological methods and trends are revolutionizing governance and business—or will in the near future.

## SEP / OCT

**The Beltway Issue**

<table>
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In this issue, we put a special spotlight on some of the domestic issues that are humming inside the Beltway, which are sure to cause a buzz among lobbyists, Congress, and the rest of the world.

## NOV / DEC

**Defense and Security**

<table>
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From the Halifax International Security Forum—“The Davos of Security”—to meetings of world powers, the *Foreign Affairs* team provides insight on the ways in which countries are meeting the demand of defensive stability.
## MAKE YOUR MARK: PARTNER WITH FOREIGN AFFAIRS

### PRINT SPECIFICATIONS

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<th>Submission Lead Time**</th>
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*Ads can loop 3 times for a maximum running length of 45 seconds.

**Submission lead time indicated in number of business days.

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* [Link to the Media Kit](#)
ADDITIONAL AD SPECIFICATIONS

iPAD

EXCLUSIVE SPONSORSHIP
Exclusive sponsorship of our custom iPad app is now available. Establish your brand position in a vital audience of affluent readers with 100% share of voice. Messaging appears within the app and within each digital issue, along with extensive email marketing direct to readers’ inboxes.

INTERACTIVE ADS
Existing print advertisers can customize an ad within the iPad edition\(^1\) including interactivity and links to up to five unique URLs per ad unit, for an additional fee.

DIGITAL INSERTS
Advertisers can insert catalogs, excerpts, or blow-in cards for an additional fee depending on advertiser specifications.

VIDEO AND INTERACTIVE UNITS
A variety of custom or rich media\(^2\) units including pre-roll on video and translucent overlays are also available for an additional cost.

1 Apple iOS does not display Adobe Flash content. Users must access Wi-Fi or a data plan to link to a landing page or website.
2 Rich-media opportunities available upon request.

VIDEO

Video pre-roll or series sponsorships are available for *Foreign Affairs* Focus, the magazine’s flagship video series. Recent interviews include Ray Dalio, General Stanley McChrystal, Linda Robinson, Sarah Holewinski, and more.

FOREIGN AFFAIRS NEWSLETTER

- 85-word advertising message
- Company name to appear at the top of the email
- Header line to appear in bold at the beginning of advertising message
- Up to 3 different URLs allowed
- GIF or JPG image or logo — 175px max width, length is variable
CUSTOM PUBLISHING

*Foreign Affairs* is the premier media platform for reaching a captive audience of influential decision-makers in policy, business and media. We develop and present custom content that allows our clients to leverage the magazine’s unique brand authority, editorial credibility and extraordinary audience demographics.

**TURNKEY CAPABILITIES**

- **WHITE PAPERS**
  Publish your company’s industry insights and case studies in the magazine, on ForeignAffairs.com, and through targeted distributions.

- **ORIGINAL RESEARCH**
  Distribute original research, supported by engaging infographics and presentation alongside content from *Foreign Affairs*, to reach our influential audience.

- **CUSTOM EDITIONS**
  Emphasize the unique content your company generates in a special custom edition of the magazine, curated with content from the magazine and branded with your corporate identity.

- **CUSTOM EVENTS**
  Showcase the thought-leader position of your company in original programming in live and online events. Supplement events with coverage through published interviews and videos on ForeignAffairs.com.

**PRICING**

- **White Papers:**
  - Print magazine (4+ pages): $45K
  - Targeted distribution/events: $5K - $20K

- **Sponsor Content:** $15K - $25K
- **Custom Editions:** $35K - $50K
- **Custom Events:** $15K - $50K
CONTACT

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New York, NY 10065

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F 646-200-6927