



FOREIGN
AFFAIRS

MEDIA KIT

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

Capture the attention of our extraordinary audience.

ACCLAIMED CONTENT THAT MAKES A DIFFERENCE

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.

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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

\$202,000

Average household income

\$1,208,700

Average household net worth

18%

Holds chief officer responsibilities

52

Average age

92%

Graduated college

Source: GfK MRI Subscriber Study 2015



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
Former 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

PARTNERS



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*.



DANIEL KURTZ-PHELAN

Executive Editor

Daniel Kurtz-Phelan became Executive Editor of *Foreign Affairs* in October 2017. He previously served as a member of the Secretary of State's Policy Planning Staff and, before that, as a senior editor at the magazine. His writing has appeared in publications including *The New York Times*, *The Washington Post*, and *The New Yorker*, and his narrative history of George Marshall's post-World War II mission to China, *The China Mission*, will be published by WW Norton in April 2018.

AWARDS

Best

SINGLE ARTICLE

Folio's 2013 Eddie Awards

Best

PREMIUM CONTENT

Min's 2012 Best of the Web

Top 25

WEBSITE FOR CEOs

Forbes, August 2012

Best

MOBILE WEBSITE

Editor & Publisher Award

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



JOE BIDEN

- How to Stand Up to the Kremlin



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



88%

FAVORITE PUBLICATION

Foreign Affairs is one of my favorite publications.



98%

GLOBAL TRENDS

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



90%

INFLUENTIAL IDEAS

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



88%

INTERESTING CONVERSATION

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*.

325K

TOTAL AUDIENCE

Foreign Affairs reaches an engaged audience of 325,000 each issue.

75%

RENEWAL RATE

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

83%

HIGHLY DEVOTED

Eighty-three percent of readers read 3 out of 4 issues. Sixty-eight percent have read the last four consecutive issues of the magazine.

25%

READERSHIP INCREASE

A twenty-five percent increase in readership over a six-month period led to record readership in 2015.

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.



350K

Newsletter subscribers



30%

Average daily newsletter open rate



1.1 Million

YouTube views



Foreign Affairs Live The New American Presidency.

1M

**AVERAGE MONTHLY
UNIQUE VISITORS**

ForeignAffairs.com sees an average of one million unique visitors each month.

2M

**AVERAGE MONTHLY
PAGE VIEWS**

An average of two million pages are viewed on our site every month.

6.5

TIME ON SITE

Visitors to ForeignAffairs.com spend 6.5 minutes on the site.

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.



250K

UNIQUE VISITORS

250,000 of our monthly unique visitors come to our award-winning mobile website.

78.4K

IPAD USERS

More than 78,400 users have downloaded the *Foreign Affairs* iPad app.

21K

E-READER SUBSCRIBERS

More than 21,000 users subscribe to our Kindle Fire, Color Nook, and Google Newsstand editions.

25%

MOBILE USERS

More than twenty-five 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.



MAKE YOUR MARK: PARTNER WITH *FOREIGN AFFAIRS*

PRINT SPECIFICATIONS

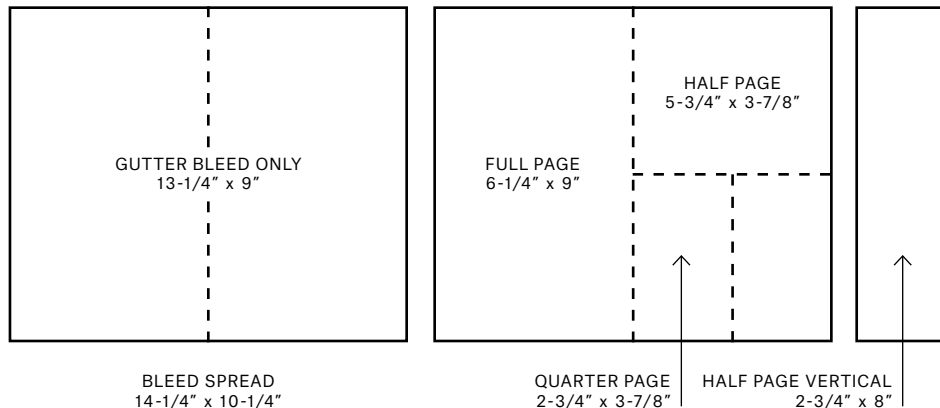
FINAL PAGE-TRIM SIZE	7" x 10"	
FULL BLEEDS	Single page:	7 1/4" x 10 1/4"
	Spread:	14 1/4" x 10 1/4"
NON-BLEEDS	Single page:	6 1/4" x 9"
	Half-page horizontal:	5 3/4" x 3 7/8"
	Half-page vertical:	2 3/4" x 8"
	Quarter-page:	2 3/4" x 3 7/8"
	Gutter bleed spread:	13 1/4" x 9"
SAFETY	Keep live matter from trim—3/8" all sides	
BINDARY TRIM	3/16" top and bottom, 1/8" outside, 1/8" gutter grind off	
FILE TYPE	PDF (x/1a compatible), 300 dpi	
COLOR	CMYK (no RGB)	

DIGITAL SPECIFICATIONS

	Ad Space Dimensions	Initial Max File Load	Subsequent Max File Load	Animation Max Length	Submission Lead Time**
LEADERBOARD	728 x 90	40 KB	100 KB	15 sec*	6 days
MEDIUM RECTANGLE	300 x 250	40 KB	100 KB	15 sec*	6 days
SMALL RECTANGLE	180 x 150	40 KB	None	15 sec*	6 days
MICRO BAR	88 x 31	10 KB	None	15 sec	3 days
MOBILE	300 x 50	15 KB	None	15 sec	6 days

*Ads can loop 3 times for a maximum running length of 45 seconds.

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



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 edition¹ 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 media² 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.

SPONSOR CONTENT

Sponsored content captures the attention of the highly engaged and influential ForeignAffairs.com visitors with long-form subject matter that will spark meaningful conversations and help push qualified traffic to your brand's landing page or website. These highly responsive units can drive awareness by aligning your brand with relevant themes that will resonate with an audience that will spend more than six minutes on the website, insuring that your messaging will be read and reacted to.

CUSTOM EDITION



SPONSOR CONTENT



CONTACT

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