

MEDIA KIT



Connect with policymakers, business leaders, acclaimed journalists, distinguished professionals, and emerging young scholars.

2020

ACCLAIMED CONTENT THAT MAKES A DIFFERENCE

Foreign Affairs

Where insight and influence intersect.



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

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

In print, online, and custom events, we convene the thought leaders who inform and engage with today's most sophisticated audiences.

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OUR LEADERSHIP



GIDEON ROSE

Editor

Gideon Rose was appointed Editor of *Foreign Affairs* in October 2010. He was Managing Editor of the magazine from 2000 to 2010. Rose has also served as Associate Director for Near East and South Asian on Foreign Relations, and has taught American foreign policy at Princeton and Columbia. He is the author of *How Wars End* (Simon & Schuster, October 2010).



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, *The China Mission*, was published by WW Norton in April 2018.



**PUBLISHED BY
THE COUNCIL ON
FOREIGN RELATIONS**

The Council on Foreign Relations (CFR) is an independent, nonpartisan membership organization, think tank, and publisher dedicated to being a resource for its members, government officials, business executives, journalists, educators and students, civic and religious leaders, and other interested citizens in order to help them better understand the world and the foreign policy choices facing the United States and other countries.

Founded in 1921, CFR takes no institutional positions on matters of policy. Our goal is to start a conversation in this country about the need for Americans to better understand the world.

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 and operate globally.

INFLUENTIAL DEMOGRAPHICS

\$221,400

Average household
income

\$1,537,000

Average household
net worth

21%

Holds C-Suite or top
management position

58

Average age

93%

Graduated college

Source: GfK MRI Subscriber Study 2020



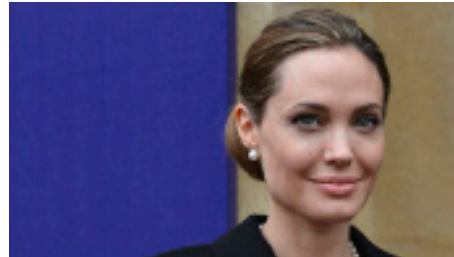
OUR REPUTATION



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

BARBARA WALTERS

Author & Journalist



"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 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



"Foreign Affairs is very high on my reading list."

GEORGE SOROS

Business Magnate, Investor & Philanthropist

WRITING THAT HAS SHAPED A GENERATION

First published in 1922, *Foreign Affairs* has set the agenda for important global business trends and identified the context for key moments in history.

The Sources of Soviet Conduct

George Kennon

Written anonymously as "X" in 1947, this then Secretary of State outlined the policy of containment that defined the U.S.-Soviet Union relationship for the better half of a century.

Clash of Civilizations

Samuel P. Huntington

In 1993, Huntington claimed the new order would focus on cultural clashes, especially as it related to Western and Middle Eastern ideologies. This article would take on monumental importance in wake of modern terror attacks.

A New Americanism

Jill Lepore

Award-winning Harvard professor deftly examines modern U.S. politics and calls for the need of a national identity in the wake of populism and its assault on the democratic order. Published in 2020.

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.



99%

GLOBAL TRENDS

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



96%

INFLUENTIAL IDEAS

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



89%

INTERESTING CONVERSATION

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

Source: Gfk MRI Subscriber Study 2020

On average, readers spend **108 minutes** absorbing each issue of *Foreign Affairs*.

189K

PAID CIRCULATION

An engaged audience who place a high value on well-crafted journalism

303K

TOTAL READERSHIP

We do not give away copies to bolster our numbers. This is paid circulation x 1.6 pass-along rate.

86%

HIGHLY DEVOTED

Eighty-six are considered “regular readers” completing 3 out of 4 issues. This creates a highly sought after continuity of messaging for brand advertisers.

DIGITAL: ALWAYS ON

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

Our award-winning website features timely and exclusive analyses of events with a global impact.

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

Our e-newsletters offer readers daily updates, weekly selections of editor's picks, and content-specific products dedicated to the election, books and reviews, and more.

Each newsletter includes space for exclusive advertising sponsorships that communicate long format messaging, avoiding your typical ad “banner-blindness” and encouraging reader engagement.

Standard ad units and custom integration available.

FOREIGN AFFAIRS MEDIA KIT



475K

Newsletter opt-in subscribers



FOUR

Different e-newsletter products to choose from to best promote your brand



24,000

YouTube subscribers



Recent *Foreign Affairs* Focus interview with Neil deGrasse on the global importance of science exploration.

1M

**AVERAGE MONTHLY
UNIQUE SESSIONS**

ForeignAffairs.com sees an average of one million sessions

2M

**AVERAGE MONTHLY
PAGE VIEWS**

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

4+ MINS

TIME ON SITE

Visitors to ForeignAffairs.com are focused on the content.

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 readers who want to network with each other and thought-leaders within their respective industries.

Foreign Affairs Live is our flagship series, the magazine truly come to life. Moderated by one of our editors, it gathers an exclusive panel of experts for a lively discussion on pressing topics.

These events attract business leaders, government, and academia, as well as fellow experts in global finance, economics, technology, energy and the environment, and international policy.

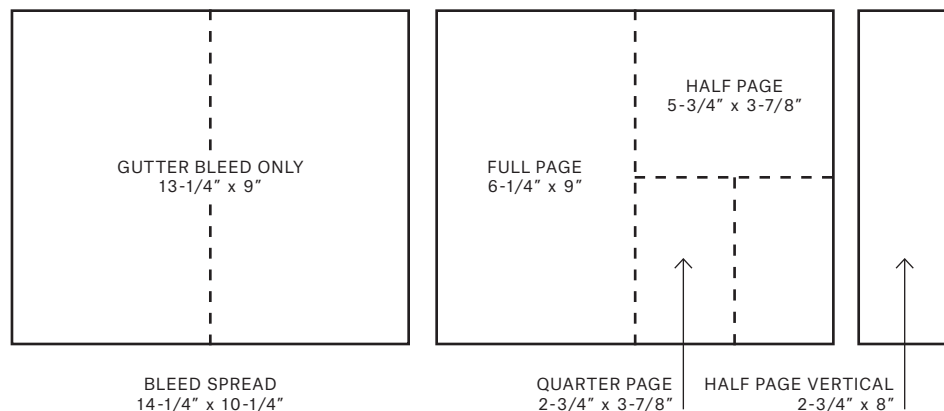
Sponsoring an event aligns your brand with the intellectual capital and authority only *Foreign Affairs* can foster.



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.

CUSTOM PUBLISHING

We develop and present custom content that allows our clients to leverage the magazine's unique brand authority, editorial credibility and extraordinary audience demographics. Build your brand and cultivate the intellectual capital that is the hallmark of *Foreign Affairs*' reputation.

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.

DAVOS

Our media relationship with the World Economic Forum allows for on-the-ground distribution of a special publication in the of restricted access halls of their exclusive annual event in Davos.



CUSTOM READER for the employees and partners of Booz Allen Hamilton

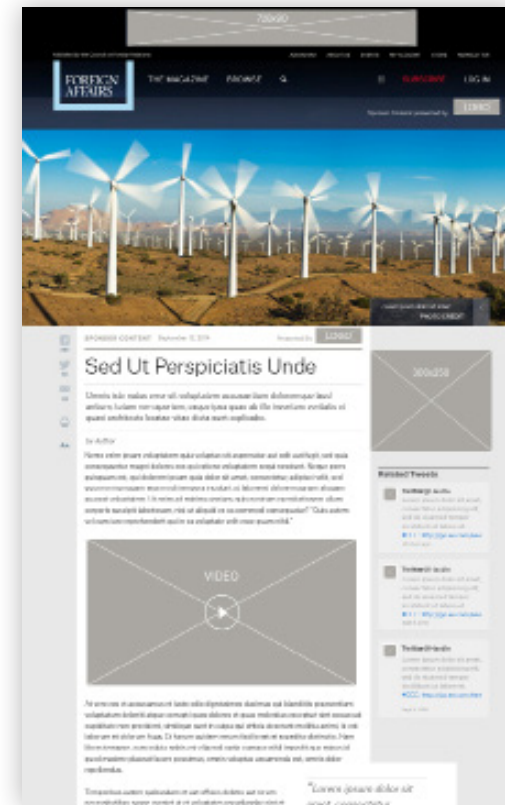


DAVOS READER for distribution at the Annual Meeting of the World Economic Forum. Special advertising pages are available each January.

SPONSORED ARTICLES

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.

SPONSOR CONTENT



CONTACT

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