

# FOREIGN AFFAIRS

Dedicated to publishing  
thought-provoking ideas to  
a highly influential  
audience for over a century

MEDIA KIT 2023



## WHERE INSIGHT AND INFLUENCE INTERSECT

Since 1922, *Foreign Affairs* readers have been thoughtful, ambitious, and influential—and have trusted us as the world’s leading publication for sharp analysis of important global issues.

Our content comes directly from experts in their fields, and their insight into global trends and current events is unrivaled. When business innovators, heads of state, and policy makers want to reach the people who matter, they publish here. And when a generation’s leaders want to understand what drives the world today, they turn to us.

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## LEADERSHIP



### Daniel Kurtz-Phelan **Editor**

Daniel Kurtz-Phelan is Editor of *Foreign Affairs*. He previously spent three years as Executive Editor of the magazine and served in the U.S. State Department, including as a member of the Secretary of State's Policy Planning Staff. His narrative history of George Marshall's post-World War II mission to China, *The China Mission*, was published by WW Norton in 2018 and named a best book of the year by *The Economist* and an editor's pick by *The New York Times* Book Review. His writing has also appeared in publications including *The New York Times*, *The Washington Post*, and *The Atlantic*.



### Stephanie Solomon **Chief Revenue Officer**

Stephanie Solomon joined *Foreign Affairs* in April 2018 as Chief Revenue Officer overseeing all business aspects of the publication. Prior to joining CFR, she worked for Upside, a startup from the founder of Priceline.com and spent seventeen years at Time Inc. in a variety of senior roles across consumer marketing, finance, and strategy. Stephanie holds an MBA from Columbia Business School and BA in psychology from Cornell University.

## 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.

# HISTORY: AUTHORS WHO DEFINE THEIR ERA

1925

## Worlds of Color

By W.E.B. DuBois



*Foreign Affairs* was early to recognize the profound influence of social issues on global events. The famed civil rights activist and sociologist explores how the problem of “the color line” is entwined with several nations’ histories.

1972

## India and the World

By Indira Gandhi



International heads of state are frequent contributors to the magazine. Here, Gandhi discusses the origins and objectives of India’s nonalignment policy in the decades following independence.

1993

## The Clash of Civilizations?

By Samuel P. Huntington



Huntington controversially predicted that conflict in the post-Cold War would be driven by clashes along cultural and religious lines. This article sparked animated debate both at the time of publication and in the wake of modern terror attacks.

2001

## The Tiananmen Papers

By Andrew J. Nathan



*Foreign Affairs* released previously unpublished transcripts of the confidential meetings in which Chinese leaders deliberated how to handle the student-led protests that swept the country in the spring of 1989. The government opted for a crackdown, and hundreds, if not more, were killed in Beijing’s Tiananmen Square.

2007

## Renewing American Leadership & Rising to a New Generation of Global Challenges

By Barack Obama & Mitt Romney



Before each U.S. presidential election, *Foreign Affairs* invites candidates to outline their foreign policy proposals in our pages. The July/August 2007 issue included articles from party frontrunners Barack Obama and Mitt Romney.

2020

## Making Cyberspace Safe for Democracy

By Laura Rosenberger



Rosenberger, who currently serves on the Biden administration’s National Security Council, discusses how the United States can compete with and defend itself against authoritarian adversaries in cyberspace.

## AUDIENCE

Intelligent, sophisticated, and entrepreneurial individuals look to *Foreign Affairs* as a voice of authority. Whether a member of Congress, the CEO of a corporation, or a professor of public policy course, our readers need to stay ahead of the curve and are thought-leaders in their respective communities.

By advertising with us, organizations associate themselves with the world's most important minds, reserving a place among those leaders—present and future—who are driving the world forward.

AVERAGE HOUSEHOLD INCOME

\$221,400

INFLUENTIAL INDEX

6x

AVERAGE NET WORTH

\$1,537,000

AVERAGE VALUE OF  
BUSINESS PURCHASES

\$683,000

C-SUITE/  
TOP MANAGEMENT

21%

RECEIVED BY EVERY OFFICE OF  
CONGRESS

## PRINT: AN IMMERSIVE EXPERIENCE

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



### WHAT READERS SAY

#### FAVORITE PUBLICATION

88%

*Foreign Affairs* is one of my favorite publications.

#### GLOBAL TRENDS

99%

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

#### INFLUENTIAL IDEAS

96%

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

#### INTERESTING CONVERSATION

89%

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

#### PAID CIRCULATION

216K

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

#### TOTAL READERSHIP

340K

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

#### HIGHLY DEVOTED

86%

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

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

**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.



**NEWSLETTER  
SUBSCRIBERS**

**1M+**

Newsletter opt-in subscribers

**E-NEWSLETTER  
PRODUCTS**

**FOUR**

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

**AVERAGE MONTHLY  
SESSIONS**

**1.9M**

ForeignAffairs.com sees an average of one million sessions

**AVERAGE MONTHLY  
PAGE VIEWS**

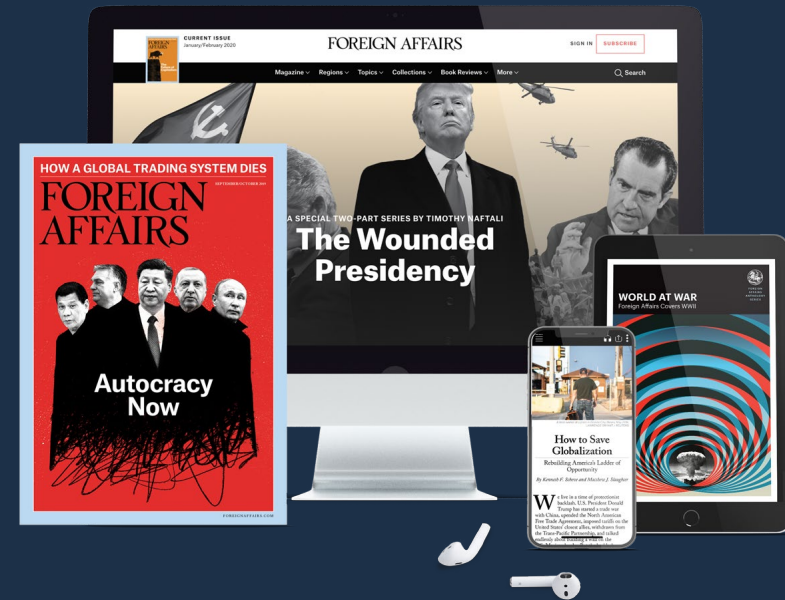
**3M**

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

## SPONSORED CONTENT AND CUSTOM OPPORTUNITIES

### Sponsored Content

FA Brand Studio, a division of the marketing department at *Foreign Affairs*, leads companies in the crafting of engaging, brand-forward ideas to resonate with leaders in government, global business, and academia. We produce creative solutions for our partners through a multiplatform storytelling approach rooted in well-researched, authoritative, and insightful storytelling. Create meaningful engagement with your brand on ForeignAffairs.com or in a custom publication for print subscribers.



### Custom Opportunities

Let's get creative. You have ideas worth sharing and we have an audience worth reaching. We've partnered with clients on custom events, student essay competitions, and branded audience enrichment initiatives, to name a few. Ask us about the Passport Project, sponsored our archive, and reach high-level conference attendees with our Special Davos Reader.





# SPECS

## Make Your Mark: Partner with Foreign Affairs

### PRINT SPECIFICATIONS

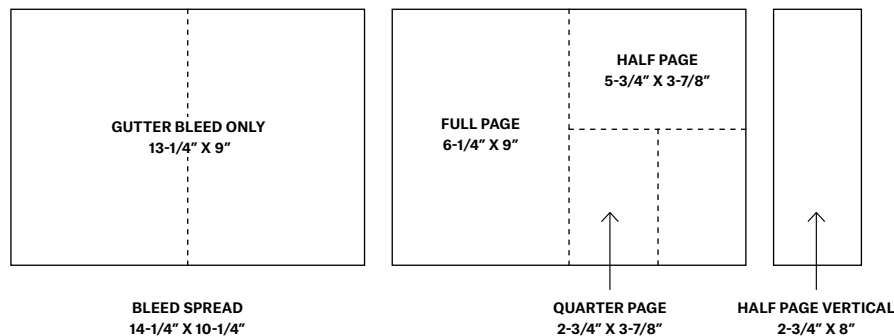
<b>FINAL PAGE-TRIM SIZE</b>	7" x 10"	
<b>FULL BLEEDS</b>	Single Page	7 1/4" x 10 1/4"
	Spread	14 1/4" x 10 1/4"
<b>NON-BLEEDS</b>	Single page	6 1/4" x 9"
	Half-page horizontal	5 3/4" x 3 7/8"
	Half-page vertical	2 3/4" x 8"
	Quarter-page	2 3/4" x 3 7/8"
	Gutter bleed spread	13 1/4" x 9"
<b>SAFETY</b>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

### DIGITAL SPECIFICATIONS

	AD SPACE DIMENSIONS	INITIAL MAX FILE LOAD	SUBSEQUENT MAX FILE LOAD	ANIMATION MAX LENGTH	SUBMISSION LEAD TIME**
<b>LEADER-BOARD</b>	728 x 90	40 KB	100 KB	15 sec*	6 days
<b>MEDIUM RECTANGLE</b>	300 x 250	40 KB	100 KB	15 sec*	6 days
<b>SMALL RECTANGLE</b>	180 x 150	40 KB	None	15 sec*	6 days
<b>MICRO BAR</b>	88 x 31	10 KB	None	15 sec	3 days
<b>MOBILE</b>	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.



## DEADLINES

*Foreign Affairs* print magazine is released bi-monthly according to the schedule listed below. All digital products, like banner ads and newsletters sponsorships, are booked and released on a rolling basis.

ISSUE	RESERVATION CLOSES*	NEWSSTAND ON-SALE
January/February 2023	Nov 7	Dec 27
March/April 2023	Jan 16	Feb 22
May/June 2023	Mar 13	Apr 25
July/August 2023	May 15	Jun 27
September/October 2023	Jul 17	Aug 29
November/December 2023	Sept 18	Oct 31

\* Materials are due five days after Reservation Close



LET'S TALK

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