FOREIGN POLICY UNVEILS WEBSITE REDESIGN

*New Channels, Responsive Design, Visually-Arresting Content, and New Tech Features – From “In-line” tweeting to Parallax Scrolling – Redefine the User Experience and Propel FP's Content Into a New Light*

December 9, 2013 — Washington, DC—Today, *Foreign Policy* unveiled its redesigned and expanded website built to satisfy the needs of its 3 million monthly readers worldwide. The website redesign marks the culmination of a number of transformational developments for *The FP Group*, a division of Graham Holdings Company that oversees *Foreign Policy* magazine, FP Events and its associated businesses.

“Our expanded and modernized website presents FP’s readers with a dramatically expanded array of editorial features and tools to help them get the information they want with the least amount of effort,” said David Rothkopf, CEO and Editor-at-Large of The FP Group. “Our new site ensures that our readers have access to precisely the content that is of greatest interest to each of them while supporting our advertisers goals of identifying and reaching the audiences they seek in a beautiful, state-of-the-art web environment.”

The redesign project, undertaken in conjunction with the *Javelin Group* of Arlington, Virginia, included a complete responsive design rethink of not only the ForeignPolicy.com site but of its tablet and mobile versions.

In addition to previously existing regional coverage and channels including Democracy Lab and the National Security Channel, the new site features a number of prominent additions to *Foreign Policy*’s web-based editorial offerings, including:

- A new, regular, reported blog covering the Pentagon and the defense establishment called *The Complex*;
- Regional Channels including the Americas, Asia, Europe, the Middle East & Africa, and South Asia, as well as channels devoted to Economics, Finance, and Energy, with more to come in the months ahead;
- FP’s Peace Channel, announced earlier this month as the editorial component of a broader collaboration with *the United States Institute of Peace*, is a new forum for cutting-edge analysis and reporting on how to build peace. The collaboration also includes PeaceGame – a series of events designed to be a vibrant counterpoint to Washington's traditional emphasis on war games.

New additions to the FP newsroom to help support these expanded features include Senior Editor Seyward Darby, formerly of the *New Republic*; national security writer Dan Lamothe, most recently of *Military Times*; economics and finance writer Jamila Trindle, who joins FP from the *Wall Street Journal*; Keith Johnson, senior reporter for energy also joins FP from the *Wall Street Journal*; Senior Editor Mindy Kay Bricker joins FP from the *Bulletin of Atomic Scientists*; and Emma Carew Grovum joins FP as homepage and social media editor.

FP also welcomes a stable of fresh, new voices as regular contributors to the new ForeignPolicy.com, some of which include Admiral James Stavridis, Michael Weiss, Bruce Stokes, Emile Simpson, Xeni Jardin, Kalev Leetaru, Matt Bors and Michael Peck.

Other offerings on the newly redesigned site include:

- New customization features that will learn reader preferences to provide content uniquely tailored to their interests and reading habits;
- Graphic coverage of breaking events through photo essays, a new Map Room and data-driven graphics;
- Refreshed navigation features and expanded breaking news coverage; and
- an “every page is the homepage” feature to provide readers with better visibility of and access to the rest of the site regardless of which article they read first.
“The redesign is part of our commitment to maintaining our role as the top provider of real time analysis and insight for the global leadership community, which we believe is directly linked to providing expanded coverage of our era’s most important transformational trends,” said Rothkopf. “Having had such success with the introduction of a paywall for our web audience through FP ALL ACCESS, we are also dedicated to providing more and more value-for-money to each and every one of our subscribers.”

This week, Foreign Policy will host three major events in Washington, D.C. On Monday and Tuesday, FP will host the inaugural PeaceGame event in conjunction with the U.S. Institute of Peace, designed to convene world leaders to “game out” peaceful solutions to the conflict in Syria. On Wednesday, FP and the U.S. Department of State Policy Planning Staff will host the second-annual Transformational Trends Strategic Forum with Secretary Kerry delivering the event’s keynote remarks. Following Transformational Trends, Foreign Policy’s Leading Global Thinkers, announced in FP’s December issue, will be honored at the annual Global Thinkers Gala. Both Transformational Trends and the Global Thinkers Gala will be hosted at The Four Seasons Hotel in Georgetown. Members of the media interested in attending these events should email Jess Dillman (jess.dillman@foreignpolicy.com) for details.

Since FP launched its paywall in August, it has seen its paid circulation grow by over 50 percent, a staggering success story, the greatest in the 43-year history of the magazine. Those readers have underscored the global impact of FP, hailing from more than 150 different countries. This exceptional performance builds on a year of striking growth which has seen FP’s total registered users rising from 165,000 to over 740,000 and newsletter subscribers have increased from 160,000 to over 600,000. FP’s Facebook community has grown 65 percent in the same period and @ForeignPolicy Twitter followers have increased by 37 percent. Total page views for the publication in the past year approached 200,000,000.

In addition, over the past year, FP has seen the launch of its FP Events business grow from essentially producing zero revenue in 2012 to being a multi-million component of the company’s 2014 effort featuring major events in the U.S., the Middle East, and Asia. FP also recently acquired Tea Leaf Nation, a provider of coverage of China and will use the increased capacity, which includes a Hong Kong office, to enrich its Asia Channel offerings.

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About the FP Group:
The FP Group is a division of Graham Holdings Company and an internationally renowned source for real-time insight and analysis on global affairs. Products and services of the group include ForeignPolicy.com, Foreign Policy magazine and FP Events. http://fpgroup.foreignpolicy.com