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David Rothkopf
David Rothkopf is CEO and Editor of The FP Group, where he oversees all editorial, publishing, event, and other operations of the company, publishers of FP magazine. He is the author of numerous internationally acclaimed books including most recently, National Insecurity: American Leadership in an Age of Fear, published in October 2014. In addition, David is a visiting scholar at the Carnegie Endowment for international Peace, chairman of the National Strategic Investment Dialogue. David also served as Deputy Under Secretary of Commerce for International Trade during the Clinton Administration.

Ben Pauker
Ben Pauker is Executive Editor at FP. Ben came to FP in May 2010 from World Policy Journal, where he was managing editor from 2007-2010. A native of New York, he grew up in Brazil, Australia, and Thailand, and has written for Harpers, The Economist, and the Chicago Tribune, among other publications.
Rebecca Frankel

Rebecca Frankel is Executive Editor for FP Print. She is the author of War Dogs: Tales of Canine Heroism, History, and Love (St. Martin’s Press, 2014). Before joining FP in 2008, she was managing editor of Moment Magazine, a publication founded by Elie Wiesel in 1975, where she began working in 2003. In addition to her work on war dogs, Frankel has written on a wide range of topics from the religious escapades of singer Bob Dylan to Hitler’s family doctor. Her work has appeared in The Wall Street Journal, The Atlantic, National Geographic, and elsewhere. She’s been a guest on Conan O’Brien, BBC World News, and the Diane Rehm Show among others.

Keith Johnson

Keith Johnson is Managing Editor of ForeignPolicy.com, with a focus on covering energy geopolitics for Foreign Policy. Previously, Johnson worked for more than a decade at the Wall Street Journal and was based in both Washington, D.C., and Europe. From 2007 to 2010, he contributed to Environmental Capital, a blog for the Journal that focused on energy developments and sustainability.
An overview of our traffic ....

Reach
• 4.41M total unique visitors

Depth
• 1.5M registrants per month
• 30% of visits last more than 5 minutes
• 880k newsletter subscribers

App/Mobile
• 2.9 million page views per month
  (40% of overall total)
• 1.34 million uniques per month
  (47% of overall total)
• 6.9 minutes spent per visit (App)

Social
• 1.4M likes on Facebook
• 920k followers on Twitter
• 23k LinkedIn followers
The Essential Modern Guide to Global Affairs

With responsive design and a newly launched mobile app our readers are able to access our award winning content on any device they choose.

Readership
- 2.8M unique visitors per month
- 1.2M unique visitors on mobile devices
- 1.2M registered users

Engagement
- Once on our site, our readers view an average of 3.6 pages per visit, compared to 3.5 on ForeignAffairs.com and 1.8 on Economist.com.

Demographic Profile
- Male/Female: 84%/16%
- US/Global: 60%/40%
- Median HHI: $101,175
- Median Age: 39

Professional Profile
- 34% Public/Government
- 48% Private/Corporate
- 14% Nonprofit
- 40% have responsibilities associated with their company/organization’s procurement and purchasing decisions.

Geographic Reach

United States
- Chicago: 62,000
- New York: 152,000
- Washington, DC: 130,000
- Boston: 48,000
- Seattle/Tacoma: 40,000
- San Francisco: 112,000
- Los Angeles: 101,000
- Houston: 36,000
- Dallas/Ft. Worth: 41,000

Global
- Europe: 408,000
- Russia: 18,000
- Canada: 113,000
- Asia: 237,000
- Latin America: 48,000
- Africa: 80,000
- Middle East: 88,000
- Australia/NZ: 75,000

Adobe Omniture; Comscore MyMetrix 2016; *FP Internal Readship Study 2016

Now in our 47th year of publication, we are proudly releasing a completely redesigned print magazine. Long the forum for debate for the world’s leading thinkers on international relations and global economics, *FP* is continuing on its fast-growth trajectory in circulation and readership among the most influential leaders with reorganized editorial departments producing features on defense, technology, finance and economics, energy, travel, and books in every issue.

**Frequency**
- Bimonthly publication
- 6 issues per year

**Readership**
- 45,000 active print subscribers

**Engagement**
- 87% of readers spend an hour or more reading each issue
- Over 76% have referred to *FP* content to a colleague and/or used it in a professional document

**Demographic Profile**
- Male/Female: 88%/12%
- 95% United States/5% global
- 88% have a college degree or above
- Median Age: 47
- 48% of readers report HHI over $100,000/year

**Professional Profile**
- 41% Public/Government
- 38% Private/Corporate
- 15% Nonprofit
- 42% have responsibilities associated with their company/organization’s procurement and purchasing decisions.

**Awards**
- 3 National Magazine Awards
- 5 Folio Magazine Eddie Awards for Editorial Excellence
- 2016 Pictures of the Year International
- 2016 George Polk Award in Journalism
- 3 Overseas Press Club Awards
- Military Reporters and Editors Award for Best Content

Source: *FP* Readership Survey, 2016
Experience the Convening Power of FP

FP has spent more than 40 years convening global leaders at the intersection of business and policy for events of all sizes. From national security to trade, technology to markets, energy to politics, we focus on the leading global issues of our time. FP produces large scale forums and policy conferences with partners such as the US Department of State and the US Institute of Peace, annual marquee events such as our Diplomat of the Year dinner and many other luncheons, symposiums, and receptions in the US and abroad. Our team works closely with our event sponsors to deliver unique and stimulating experiences. Most of all, we pride ourselves on bringing something different to our events: valuable insights, analysis, and connections that cannot be found anywhere else.

Marquee Events
- Diplomat of the Year
- Culture Summit
- Global Thinkers Gala
- Peace Game

Editorial Roundtables
- Newsmaker Series
- Central Banker Roundtable Discussion
- Davos
- International Trade Policy Conference

Custom Planning
- Large-scale forums and conferences
- Exclusive Dinners
- International Events
- Small, focused roundtable discussions

Sponsorship Benefits
- Industry exclusive sponsorship
- Consultative, tailored approach
- Relationship-building with key stakeholders
- Shape programming agenda and priorities
- Reach and influence global audiences
- Custom polling and research

Select FP Event Underwriters

Event Sponsorship Inquiries: Contact your FP representative for more information.
In the post-9/11 world, few debates are as central to business, government, and citizens as the one over how best to ensure national security without sacrificing privacy. Entangled in that debate are the strategies and tactics of myriad agencies, military units, companies, and advocacy organizations, all of which are competing for public support of their approaches. FP’s reporting on national security and the intelligence community consistently set new standards for journalistic coverage of these institutions and the rules that govern them.

**Defense Editorial Contributors**

**Tom Ricks**
Tom Ricks is editor of FP’s award-winning blog, “Best Defense,” focused on his daily take on national security. Tom covered the U.S. military for 20 years for the *Wall Street Journal* and the *Washington Post*. Tom also serves as a member of the Center for a New American Security, a defense think tank.

**Rosa Brooks**
Rosa Brooks is a law professor at Georgetown University and a Schwartz senior fellow at New America. She served as a counselor to the U.S. defense undersecretary for policy from 2009 to 2011 and previously served as a senior advisor at the U.S. State Department.

**James Bamford**
James Bamford is a leading independent contributor to FP’s coverage of the U.S. intelligence agencies. He is widely regarded as a pioneer in reporting on the National Security Agency. He is an expert on the legality of domestic spying and is the winner of the National Magazine Award for Reporting in 2006.

Paul McLeary is a Senior Reporter at FP, where he covers national security and the Pentagon. Prior to FP he covered the Pentagon for Defense News, where he embedded with U.S. forces in Iraq and Afghanistan, and has written about foreign affairs and conflict for the New Republic, Los Angeles Times, Columbia Journalism Review, The Guardian, and elsewhere. He has also appeared on NPR and CNN.

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**Advertising Opportunities**

- Situation Report newsletter and live events
- Print adjacency to defense feature in every issue
- Digital campaigns on ForeignPolicy.com’s defense channel, "The Complex" and blog "Best Defense"
- Defense Industry exclusive sponsorship of FP’s Global Thinkers
- Custom roundtable events
- Custom polling and research on brand perception and opinions from influentials

**Recent Defense Advertisers**

1. Lockheed Martin
2. Northrop Grumman
3. Boeing
Exclusive Insights on Global Risk and Geopolitics

*FP* readers rely on our finance and economics analysis to quantify the impact of conflict, corruption, and fiscal policy making for their companies’ interests around the world. On Burson Marsteller’s list of the top Twitter handles followed by the world leaders, *FP* ranked #10, alongside the *Wall Street Journal*, and ahead of the *Financial Times* (#13) and *Bloomberg News* (#19).

**Economics Editorial Writers**

**Gillian Tett**
Gillian Tett is U.S. managing editor of the Financial Times and author of *The Silo Effect: The Peril of Expertise and the Promise of Breaking Down Barriers*. Gillian was named Columnist of the Year in the British Press Awards and was the first recipient of the Royal Anthropological Institute Marsh Award.

**David Francis**
David Francis is a staff writer for Foreign Policy, where he oversees FP’s breaking news blog, The Cable. An award-winning journalist, David has reported from Europe, Nigeria, Kenya, Mexico, and Afghanistan on intl. security, the geopolitics of energy, global economics, and the European financial crisis.

**Advertising Opportunities**
- Print adjacency to finance & economics feature in every issue
- Digital campaigns on ForeignPolicy.com’s Finance & Economics Channel
- E-newsletter sponsorship
- Finance Industry exclusive sponsorship of FP’s Global Thinkers
- Custom roundtable events
- Custom polling and research on brand perception and opinions from influentials

**Recent Finance & Economics Advertisers**
Unparalleled Coverage: Energy Business and Policy

Global geopolitics and economics are intrinsically tied to energy markets at a fundamental level. FP’s energy coverage provides indispensable insights for leaders in business and government seeking to connect the dots between volatile oil prices and political regimes, between shale gas extraction and regional conflicts, and the complicated politics of developing renewable energy resources.

Our readers demand content that meets their sophisticated understanding of global energy markets and their voracious appetite for fresh analysis. FP delivers through its energy features in every print issue, and through ForeignPolicy.com’s Energy Channel.

Energy Editorial Contributors

Keith Johnson
Keith Johnson is a senior reporter covering energy geopolitics for FP. Previously, Keith worked for more than a decade at the Wall Street Journal. From 2007 to 2010, he contributed to Environmental Capital, a blog for the Journal that focused on energy developments and sustainability.

Editorial Features

Energy Channel
Constant, up to date analysis on the geopolitical implications of energy supply and demand, and in-depth trend reporting.

Energy Print Feature
Longform analysis of unique stories in the energy industry, the recurring print section offers insights for long-term business and political planning.

Advertising Opportunities

- Print adjacency to energy feature in every issue
- Digital campaigns on ForeignPolicy.com’s Energy Channel
- Sponsorship of FP’s Global Thinkers on Energy
- Custom roundtable events
- Custom polling and research on brand perception and opinions from influentials

Energy Advertisers
The Center of Debate on Tech & Cyber Security

We are at a watershed moment in human history. At some point in the next several years, for the first time ever, effectively every man, woman, and child on the planet will become part of a single, man-made system. Different from past communications revolutions both in its universality and in the scope of its impact on every level of society worldwide, this new era will pose profound challenges for leaders, lawmakers, businesspeople, and citizens. FP’s digital, print, and live events coverage advance the debate among global leaders on all these fronts.

Editorial Features

Tech & Cyber Channel
Tech and cyber reporting and analysis is in FP’s DNA. Across all our coverage of global geopolitics, economics, and ideas, technological advances are central to debates about the future. Our Tech & Cyber channel connects these dots to provide incisive insights.

Print Section: “The Exchange”
Longform features on technological innovation, cyber security, and similar topics are a staple of every FP magazine. “The Exchange,” FP’s tech section focuses on investigative analysis and arguments from the leading thinkers on tech policy and business.

Tech and Cyber Events
Each year, FP honors leading innovators using technology to solve global challenges in our annual Global Thinkers list. In addition, our new CultureSummit convenes high-level leaders from government, business, and civil society to debate the solutions to challenges posed by tech advances.

Advertising Opportunities
• Print adjacency to tech feature in every issue
• Digital campaigns on ForeignPolicy.com’s Tech & Cyber Channel
• E-newsletter sponsorship
• Tech and Cyber Industry exclusive sponsorship of FP’s Global Thinkers
• Global Digital Leadership Council sponsorship
• Custom roundtable events
• Custom polling and research on brand perception and opinions from influentials

Recent Tech & Cyber

LexisNexis

ACAlliance

Verizon
Invest In A Global Conversation About Your Country

As global competition for trade, investment, and tourism increases, countries must find new ways to reach and engage with key decision makers in the private and public sectors. Forward-looking governments are investing in nation branding and country promotion activities as a way to distinguish themselves in the global marketplace and pave the way for long-term economic and political success. Yet, in light of the crowded information environment and 24/7 news cycle, even those with a well-established brand can find it difficult to ensure their message reaches target audiences.

Top 10 Best Practices

The FP Group issued its first white paper, Nation Branding: Opportunities and Challenges. Our top 10 recommendations are:

1. Know your target audience.
2. Brand strategy must reflect reality. False advertising can be worse than no advertising at all.
4. Tap into current trends.
5. Adopt a multi-platform communication, but focus on digital opportunities.
6. Think long-term.
7. Set appropriate goals and metrics, and measure accordingly.
8. Work with the private sector.
9. Embrace inter-agency cooperation to create a unified message.
10. Leverage regional and political partnerships.

Email Chris.Coitnoir@ForeignPolicy.com for a free copy of the study.

Recent Nation Branding Clients

Brand South Africa  European Union  Japan  UAE  Nigeria

Germany  Indonesia  Switzerland  East Timor  Netherlands
Well–Traveled, And Traveling Well

FP readers, both print and online, are seasoned travelers. Our 2016 annual readership study confirmed that our readers continue to consume international and domestic travel experiences on a regular basis. The data below confirms that our readers value luxury accommodations and are opinion leaders in the travel consumer space.

<table>
<thead>
<tr>
<th>Travel Related Activities</th>
<th>FP Magazine Readers</th>
<th>ForeignPolicy.com Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold a valid passport.</td>
<td>92%</td>
<td>91%</td>
</tr>
<tr>
<td>Purchased a roundtrip flight to a foreign country</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Purchased a roundtrip flight to a domestic location</td>
<td>58%</td>
<td>53%</td>
</tr>
<tr>
<td>Stayed in five star accommodations in a foreign country</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Stayed in five star accommodations in a domestic location</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Posted a review/opinion of a travel related experience on a travel review site and/or on reader's social media page</td>
<td>28%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Advertising Opportunities

FP’s travel section, “The Fixer” serves as our readers’ “insider’s inside guide” to great business and leisure destinations around the world. Adjacencies are available in every print issue and all year on ForeignPolicy.com.

- Print and digital adjacency to “The Fixer”
- Sponsored photo slideshows of great destinations
- Native ads and sponsored content on Foreignpolicy.com
- Custom polling on brands, routes, and service

Source: FP Readership Survey 2016
Daily Reading for Prospects, Students, & Faculty

Every two years, *FP* is the sole media partner to publish the widely anticipated rankings of the World’s Best Schools of International Relations. Even more, faculty contribute to and use *FP* content in undergraduate and graduate syllabi the world over to supplement academic texts with current events analysis. Our audience is teeming with prospective graduate students who want to make a difference through their careers. *FP* ad solutions for higher education institutions offer cost-effective investments with tangible returns in access to brand influencers and prospective students.

### Branding + Leads Generation

- **77,000** unique visitors per month from .edu domains
- **16k** page views per month to Edu microsite
- **20%** of *FP* readers are planning to enroll in a graduate degree or certificate program in the next 12 months
- **26%** of *FP* registered users self-identify as students

### FP Guide Advertorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar/Apr</td>
<td>Introduction to the 2017 <em>FP</em> Guides, and preview. <em>FP</em> Guides to Education provide key information for current and prospective international affairs professionals who are interested in pursuing a master’s degree.</td>
</tr>
<tr>
<td>May/Jun</td>
<td>Careers in International Affairs: Will include a look at the vital contributions of career services offices at participating schools and interviews with leading career services directors.</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td><em>FP</em> Guide to Graduate Education: Annual Guide to Masters Degrees in International Affairs. <em>FP</em> has been providing this comprehensive annual guide to leading international affairs programs since 2010.</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>Guide to Admissions: Tips from leading admissions directors on how to strengthen your grad school application. Admissions information for participating schools of international affairs.</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td><em>FP</em> Guide to Leaders in Higher Education: Guide to Leaders in Higher Education. Profiles of leading administrators and faculty members at participating schools portray the school’s role in cutting-edge international affairs education.</td>
</tr>
</tbody>
</table>

Source: *FP* annual survey of audience’s educational plans

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**Advertising Opportunities**

- **FP Guides Custom Content Sections**
  - Weekly leads generation included
  - E-Newsletter Sponsorship
  - Grow site traffic by over 1k hits per week
  - Brand directly in prospects’ inboxes
  - Print and Digital Campaigns
    - Maintain institutional brand awareness all year and ahead of information sessions

**Recent Education Advertisers**

[Image of logos from various universities and organizations]

FP’s coverage extends to Congress, the White House, the Pentagon, State, and the whole ecosystem of agencies and organizations that influence policy decisions. Our readers include leaders in every one of these institutions along with educated and politically engaged citizens from across the political spectrum. Advocacy organizations partner with FP to engage with our readers for a broad range of objectives, from influencing Congressional votes or rulemaking procedures, to generating interest from activists.

104,000+ Readers in DC DMA*

- 60k+ paid subscribers at the US Department of State
- 19k+ monthly unique visitors from all US military branches and the Pentagon
- 2,100+ readers across all offices on Capitol Hill
- 150+ readers in the Executive office of the President in the White House.

1.5m Readers Across the US*

- 49% participated in advocacy on behalf of a political issue
- 24% participated in advocacy on behalf of a political candidate
- 62% voted in an election.

2017 Editorial Features

Mar/Apr: The Sex Issue · Women & Gender
May/June: The Energy & Climate issue
Jul/Aug: The Summer Culture Issue
Sep/Oct: The Religion Issue
Nov/Dec: Global Thinkers Issue

Advertising Opportunities

- FP Advocacy Microsite
- Custom Content Sections
  - Print Packages and Digital Microsite
  - Weekly leads generation included
- E-Newsletter Sponsorship
  - Grow site traffic by over 1k hits per week
  - Brand directly in prospects’ inboxes
- Congressional Briefings
  - Turnkey event service for issue briefings on Capitol Hill

Recent Advocacy Advertisers

* Comscore, 2015;
<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>The Demographics Issue</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>The Sex Issue: Women &amp; Gender</td>
</tr>
<tr>
<td>May/Jun</td>
<td>The Energy &amp; Climate Issue</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>The Summer/Culture Issue: Sports, Food &amp; Music... film, books, etc.</td>
</tr>
<tr>
<td>Sep/Oct</td>
<td>The Religion Issue: Extremism, Migration, etc</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Global Thinkers</td>
</tr>
<tr>
<td>Jan/Feb (2018)</td>
<td>Cyber/Tech</td>
</tr>
</tbody>
</table>

**Recurring Print and Digital Adjacencies**

Each issue of *FP* includes feature articles in the following categories. Print and digital adjacencies are available. Check with your FP representative for more information.

- Defense
- Technology
- Finance and Economics
- Energy
- Travel/Culture
- Book Reviews

**Advertorial Sections**

*FP* advertorial sections, including *FP* Guides, have their own reservation and creative deadlines earlier than those listed above. Email Chris.Cotnoir@ForeignPolicy for more information.
Design Requirements for *FP* Ads

- **Bleed:** Add 0.125 bleed to EACH side (trim size 8.125 x 10.5 with bleeds 8.375 x 10.75), place crop marks and page information outside of the bleed area.

- **Colors CMYK; Four Color Black:** 30-30-30-100; Two Color Black: 60-0-0-100

- **PDF files** must be PDFX1a compliant, images 300 DPI, all fonts embedded

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**Print Magazine Advertising Rates**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$35,000</td>
<td>$29,750</td>
<td>$26,250</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$25,500</td>
<td>$22,250</td>
<td>$18,750</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,000</td>
<td>$2,400</td>
<td>$1,800</td>
</tr>
<tr>
<td>Covers (Four Color Only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td>$36,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 3</td>
<td>$35,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$36,750</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### AD SPECS AND RATES

**Display campaigns (include all four of the following ad sizes)**

<table>
<thead>
<tr>
<th>Ad Spec</th>
<th>Placement Options</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard 970x90 pixels</td>
<td>Run of site, including home page, above the fold <em>Only visible on desktop and laptop</em></td>
<td>For all corporate rates please contact SVP Chris Cotnoir at <a href="mailto:Chris.Cotnoir@ForeignPolicy.com">Chris.Cotnoir@ForeignPolicy.com</a></td>
</tr>
<tr>
<td>Leaderboard 728x90 pixels</td>
<td>Run of site, including home page <em>Visible on desktop, laptop, tablet</em></td>
<td>For all Nonprofit rates, please contact VP Keith Arends at <a href="mailto:Keith.Arends@ForeignPolicy.com">Keith.Arends@ForeignPolicy.com</a></td>
</tr>
<tr>
<td>Half Page 300x600 pixels</td>
<td>Run of site, including home page Above the fold on article pages <em>Visible on desktop, laptop, tablet, and smartphones</em></td>
<td></td>
</tr>
<tr>
<td>Big Box 300x250</td>
<td>Run of site, including home page Above the fold on article pages <em>Visible on desktop, laptop, tablet, and smartphones</em></td>
<td></td>
</tr>
<tr>
<td>Mobile-Only 320x50</td>
<td>Guaranteed visibility on mobile devices</td>
<td></td>
</tr>
<tr>
<td>Roadblock 970x80</td>
<td>ForeignPolicy.com homepage or any channel homepage. Note that the 728x90 unit appears twice, for a total of 5 ad units during a roadblock.</td>
<td></td>
</tr>
<tr>
<td>728x90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300x600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>300x250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native Ad Unit 285x376 pixels</td>
<td>Editorial Slot on main homepage. Unit can link to sponsored content hosted on Foreignpolicy.com or to advertiser's website.</td>
<td></td>
</tr>
</tbody>
</table>

**File Types:** PNG, JPG, GIF, SWF (Must be Flash 9.0 or earlier)

**Max File Size:** 40 KB

**Animation:** Max 10 seconds set on continuous loop

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**Channel Sponsorships**

Advertisers can gain long-term exposure to our readers interested in content relevant to their industry can sponsor the Foreignpolicy.com channel where that content is released and hosted. At left is an example: Chevron sponsored FP’s Energy Channel. Channel Sponsorships have package pricing and are subject to editorial approval. Check with your FP representative for more information.
## Newsletter (880k recipients)

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flash Points</strong></td>
<td>Aggregation of most-viewed articles from ForeignPolicy.com during the week. Delivered Wednesday and Friday mornings. Logo: 140x70 pixels, 2 Ad units: 300x250 pixels.</td>
</tr>
<tr>
<td><strong>Morning Brief</strong></td>
<td>Daily digest of top global news from FP and around the web. Delivered Monday through Friday mornings. Logo: 140x70 pixels, 1 Ad Unit: 300x250 Pixels, 50 Word sponsored message.</td>
</tr>
<tr>
<td><strong>Situation Report</strong></td>
<td>National security news brief featuring FP's exclusive reporting and analysis. Delivered Monday through Friday mornings. Logo: 100x70 pixels, 1 Ad Unit: 300x250 Pixels, 50 Word sponsored message.</td>
</tr>
<tr>
<td><strong>Editors' Picks</strong></td>
<td>FP's selection of the five must-read stories of the day. Delivered Monday through Friday evenings. Logo: 130x65 pixels, 40 Word sponsored message written as a teaser for advertiser's content.</td>
</tr>
</tbody>
</table>

### Rates:
Please contact SVP Chris Cotnoir at Chris.Cotnoir@ForeignPolicy.com for more information about newsletter pricing.

### Data:
Average open rates across all newsletters is 18%; Clicks on sponsored links range from 400-3,000 per week of sponsorship.
Engage FP Readers On The Go

Foreign Policy tackles the pressing issues of the day in its three podcasts: Editors’ Roundtable, Global Thinkers and The Backstory. With nearly 95k subscribers, FP podcasts feature experts and big names from all over the world including FP Global Thinkers Malala Yousafzai, Shannon Schuyler of PwC, and Arye Kohavi, founder and president of WaterGen. FP’s Editors’ Roundtable was the top debuting podcast in the US when it first launched and all FP podcasts continue to grow in audience daily.

Podcasts

<table>
<thead>
<tr>
<th>Podcasts</th>
<th>Subscribers and Downloads</th>
<th>Time and Frequency</th>
<th>Ad Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editors’ Roundtable</td>
<td>65k subscribers</td>
<td>30–50 min. every Wednesday</td>
<td>15 or 30 second ad spots pre roll, mid roll or post roll based on client’s needs. Each ad is designed for the client and recorded by FP staff.</td>
</tr>
<tr>
<td>Global Thinkers</td>
<td>25k subscribers</td>
<td>30–50 min. every Tuesday</td>
<td></td>
</tr>
<tr>
<td>The Backstory</td>
<td>12k subscribers</td>
<td>30–50 min. per month</td>
<td></td>
</tr>
</tbody>
</table>

Rates: Our podcast sponsorship spots are sold individually and in packages. Please email Chris.Cotnoir@ForeignPolicy.com for more information.

Subscriber Data: Subscriber data is compiled by FeedPress, a third party analytics and tracking tool.

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