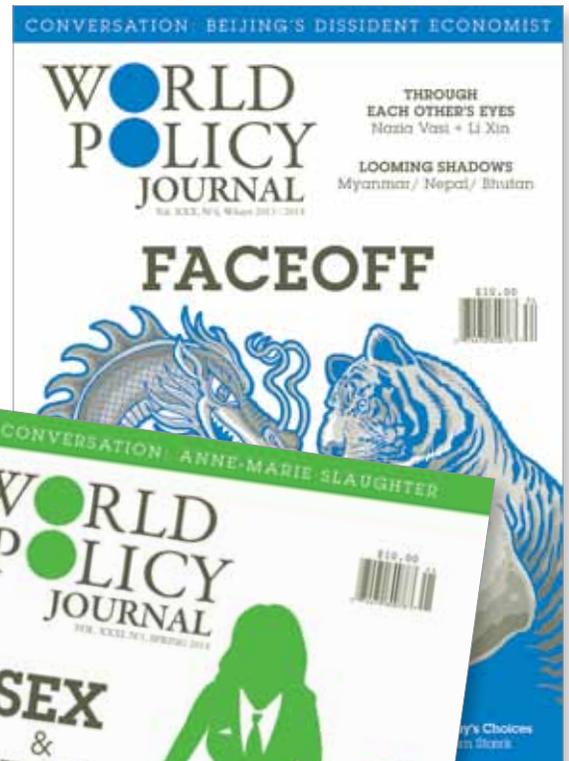


WORLD POLICY JOURNAL

PUBLISHED BY
WORLD POLICY INSTITUTE



MEDIA KIT

Mid: Hossain vs. Jibot | Portfolio: The War Goes On | A Changing Germany

LEADERS OF TODAY

“I greatly value **World Policy Journal** for its independent and fresh articles, for its frequent skepticism about conventional wisdom.”

-Robert B. Silvers, *New York Review of Books*

“The **BEST** policy journal in the country.”

-Lewis Lapham, *Lapham's Quarterly*

“The Journal is one of few places where one can find **FRESH arguments by writers who know what they're talking about** on subjects where debate is scarce...That's a lot more influential than publishing big names on issues that have already been explored in great detail.”

-*The New York Times*

“Some of **the most INNOVATIVE ideas** in international affairs.”

-Daniel Erikson, *Inter-American Dialogue*

“The **real INTELLECTUAL competition** to Foreign Affairs.”

-*Columbia Journalism Review*

“**RIGHT on the cutting edge** of social criticism.”

-*Carnegie Council on Ethics and International Affairs*

From boardrooms to classrooms, from Davos to Camp David to Porto Alegre, from the halls of Harvard to the colleges of Oxford, from Wall Street to Downing Street, the White House to the Kremlin, those who shape opinions and policy rely on *World Policy Journal* to identify crucial issues before any other publication. Our readers include the leaders of today and tomorrow: senior government officials from Baghdad to New Delhi to Mexico City; international media and opinion leaders; business visionaries who need to know the shape of the world to come; and scholars and their students—the next generation of internationalist thinkers.

Because these elite readers see key challenges as global issues, not just “foreign,” they greatly value *World Policy Journal's* perspective on these challenges, its insights on issues that affect every nation in the world. Across the United States and around the globe, new leaders, and the scholars and specialists who advise them, make decisions every day that shape the future of the world. Where do they get their ideas? Which publication do they trust to challenge conventional wisdom and be the first to identify looming global challenges? Increasingly, the world's opinion leaders and decision makers rely on one must-read publication: *World Policy Journal*.

ELITE READERS ELITE ACCESS

Our readers come from a variety of backgrounds, but all share one common view: **the more informed they are about the world, the more effectively they can do what they do.** It's why we're honored

to be their preferred source of the empowering information they require to succeed. And it's why you'll love to be among the elite international brands reaching them.

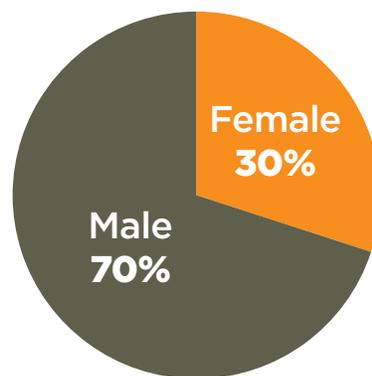
AVERAGE TIME

reading each issue of WPJ

2:40

hours. minutes.

DEMOGRAPHICS



Median Household Income:
\$165,000

HIGHLY EDUCATED

Graduated College

100%

Post Graduate Degree

65%

RUNNING THE SHOW

Professional / Managerial

67%

Senior Management

20%

MOVERS & SHAKERS

In the past 12 months:



Took a **domestic** flight **83%**

Took a **foreign** flight **54%**



Rented a car **50%**

LIFELONG LEARNERS



Average number of **books purchased** per year **22**

Books related to **foreign policy, history, economics** **14**

Average number of **magazine subscriptions** **11**

Source: Reader Survey August 2014

ELITE GLOBAL LEADERS

LEADERS OF TOMORROW

Whether at the front desk or sitting in the classroom, 42% of our readers profess to having a career in academia. Our articles are part of the reading material in countless undergraduate and graduate-level colleges across the country: **guiding the global leaders of tomorrow.**



JEREMY WILBURN

“A **must-read** for any student in international relations.”

-Jonathan Cristol, Deputy Director, Bard College Globalization and International Affairs Program

“The tone and content of the Journal serve not only to **engage specialists**, but are also **accessible enough** that many articles could - and are - assigned at the classroom level.”

-Professor Thomas Nicholas, Chair of the Political Science Department, La Salle University

“**World Policy Journal** articles are circulated widely by both faculty and students here at Harvard University.”

-June Carolyn Erlick, Editor-in-Chief, Re Vista: the Harvard Review of Latin America



ELITE GLOBAL ACCESS

CIRCULATION AND READERSHIP

CIRCULATION:

Individual subscribers plus newsstands: **8,865**

Institutional subscribers: **7,000**

Total Circulation: **15,865**

READERSHIP: 47,595

SUBSCRIPTION RATE: \$34.00

COVER PRICE: \$10.00

BLACK AND WHITE

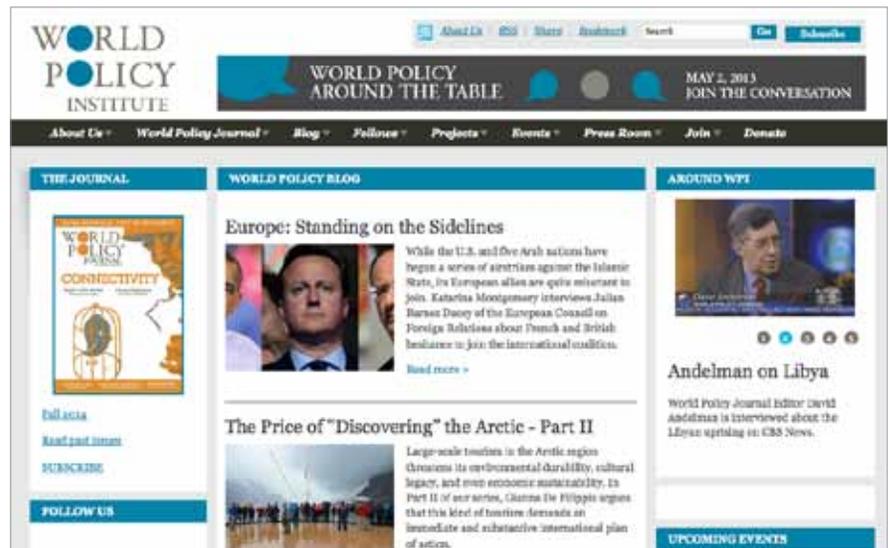
DISCOUNT	N/A	10%	20%	25%
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	1X	2X	3X	4X
INSIDE FRONT COVER	\$1,500	\$1,350	\$1,200	\$1,000
INSIDE BACK COVER	\$1,200	\$1,100	\$1,010	\$900
SPREAD	\$1,600	\$1,450	\$1,300	\$1,200
FULL PAGE	\$900	\$800	\$700	\$600
1/2 PAGE	\$550	\$500	\$450	\$400
1/4 PAGE	\$300	\$250	\$210	\$180

All rates are net. For 4-color processing, please add an additional \$400 per page.
Ask about discounted print and online advertising packages.

ONLINE AD TYPES & SPECS

- **MONTHLY TRAFFIC:**
Over **120,000 unique visitors** and **1.2 million impressions**.
- Ranked among the **top 1% of active websites worldwide** (as ranked by Alexa.com based on Netcraft estimates of total websites).
- Read in **103 countries** across the globe.
- Followed by over **50,000 readers** on Twitter and Facebook.



DISCOUNT		N/A	10%	20%	30%
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ADVERTISEMENT	Size	1 Month	3 Month	6 Month	12 Month
LEADERBOARD	728X90	\$500	\$450	\$400	\$365
SKYSCRAPER	120X600	\$350	\$320	\$285	\$255
TEXT LINK	One Link	\$125	\$115	\$100	\$90

LEAD GENERATION THROUGH WEBINARS

You could be the content provider for, and exclusive sponsor of, a free webinar that we'd host and market to our readers on your behalf! Sponsorship would be a great way to establish credibility for your firm and for your presenter. And, of course, you'd generate exclusive leads!

Here are details for your webinar:

- **EXCLUSIVITY:** Your company would be positioned as the exclusive sponsor of and content provider for the event.
- **MARKETING SUPPORT:** We would promote the webinar to our readership through the various marketing vehicles at our disposal – giving you great pre-event exposure!
- **VALUE-ADDED MERCHANDISING:** As a value-added benefit, your company will receive a FREE full-page, black & white* ad in the next available issue of *World Policy Journal*...that's a \$900 value!

Note: If you wish, you may cover the difference in rates to run your ad in 4-color.

The contact details for all registrants for the real-time event would be provided to you. And readers will be able to watch the webinar on demand from our online archive – so you'd get immediate exposure as well as extended shelf life for your brand.

And we would provide a copy of the webinar for you to host on your site as well – giving you an opportunity to gain additional mileage out of your great content too.

Your investment would be as follows:

- **DISCOUNT:** 25% off for a series of 3 or more events.
- **GROSS COST PER EVENT:** \$5,000

Note: We would ask for a deposit covering half of the flat fee upon your commitment to sponsor an event.

PODCAST SPONSORSHIP

In February 2015, we re-launched our series of weekly podcasts, *World Policy on Air*. Each podcast is anchored by David Alpern, who for 25 years anchored the award-winning *Newsweek-on-Air*, and will also feature a contribution from Paul Brandus, founder of West Wing Reports, with more than 200,000 Twitter followers. Each broadcast will also feature an interview with a leading newsmaker or journalist from around the world. These podcasts offer you the opportunity to gain exposure for your brand and for your message during the broadcasts and indefinitely through our online archive.

Your sponsorship would include:

- Recognition by our moderator
- A 30-second promotional spot* before the first segment of the interview
- A 30-second promotional spot* before the second segment of the interview
- Mention at the close of the event by our moderator
- Inclusion of your tag in the alert regarding the event to our 50,000 Facebook and Twitter subscribers
- Logo displayed in our online podcast archive

**And if you don't have a pre-recorded spot, we can create it for you using the copy you provide!*

Your investment would be as follows:

NUMBER OF EVENTS	COST
1 podcast	\$1,250 Net
1 month (4 podcasts)	\$4,000 Net
6 months (24 podcasts)	\$20,000 Net

E-MARKETING SUPPORT

You may send a dedicated, standalone e-broadcast – or a series of e-broadcasts – to our over 20,000 opt-in subscribers. We limit the number of sponsored broadcasts to just 2 per month in order to minimize fatigue and to maximize your results.

Here are the details for our e-marketing program

You may select one or both list segments:

1. FRIENDS OF WORLD POLICY INSTITUTE

- **DESCRIPTION:** Friends of WPI accumulated and maintained over the 50+ years of the institute.
- **CIRCULATION:** 20,000
- **MINIMUM QUANTITY:** N/A

The pricing structure is as follows:

- **DISCOUNT:** 25% off for a series of 3 or more broadcasts
- **GROSS CPM:** \$300/M

2. WORLD POLICY JOURNAL SUBSCRIBERS AND READERS

- **DESCRIPTION:** This segment includes paid subscribers to World Policy Journal, plus top media individuals, newsmakers, government officials and academics.
- **CIRCULATION:** 2,500
- **MINIMUM QUANTITY:** N/A

The pricing structure is as follows:

- **DISCOUNT:** 25% off for a series of 3 or more broadcasts
- **GROSS CPM:** \$400/M

Note: World Policy Journal will need to review and approve the proposed content for each broadcast prior to distribution, and we reserve the right to reject any offer that we deem inappropriate for our readers.

WORLD POLICY NEWSLETTER – EXCLUSIVE SPONSORSHIP OPPORTUNITY

World Policy Newsletter is distributed every Friday to our list of almost 10,000 recipients, including Journal subscribers, World Policy Institute members and donors, and World Policy Institute prospective members. It represents a great vehicle for delivering your message directly to readers' inboxes. Plus, issue sponsorship is exclusive – so you wouldn't share the spotlight with any other advertiser.

The result metrics for the World Policy Newsletter have been very high:

- **AVERAGE OPEN RATE:** 18%
- **AVERAGE CLICKTHROUGH RATE:** 7.5%

So you will reach a highly responsive and engaged readership!

As the exclusive sponsor, you will have enormous visibility for your brand and for your offer through:

- Acknowledgement as the issue sponsor, including your link-enabled logo.
- Banner Advertising – 2 locations:
 1. **MEDIUM RECTANGLE** (300x250) –positioned within text
 2. **SKYSCRAPER** (120x600) –positioned in the right-hand column

Your investment would be as follows:

CAMPAIGN		
DURATION	DISCOUNT	GROSS
1 issue	N/A	\$750
1 month	10%	\$2,700
2 months	20%	\$4,800
3 months	30%	\$6,300

We promote Newsletter subscriptions through our social media outlets, through our blog, and on our homepage, so the circulation is growing consistently. And, since your rate will be fixed, this growing circulation will result in a declining CPM as your campaign unfolds and, therefore, a better ROI!

Each weekly issue is also republished in our online archive, so you will get extended shelf life for your message and exposure online as well!

We hope that you will take advantage of this opportunity to be the single, exclusive sponsor for World Policy Newsletter and to gain enormous exposure for your brand!

WORLD POLICY JOURNAL AD SPECIFICATIONS

MECHANICAL REQUIREMENTS

- A full page in WPJ measures **6" wide by 8.5" tall**.
- A half page in WPJ measures **6" wide by 4.5" tall**.
- 2-page spread inside cover measures **12" wide by 8.5" tall**.
- Publisher prefers press-optimized **PDFs** created in Acrobat Distiller transmitted via e-mail.
- All fonts must be embedded and a proof must accompany the file.
PDF trim size should be at 100% of the journal trim size.
Camera-ready artwork will be accepted, if necessary. Please send only **black-and-white** artwork.

Email artwork to **Yaffa Fredrick**, Managing Editor, fredrick@worldpolicy.org
(212) 481 5005 x203

.....
If sent by regular mail, camera-ready artwork should go to address listed below; no print ads on disk.

Yaffa Fredrick
World Policy Journal
108 West 39th Street, Suite 1000
New York, NY 10018

PLACEMENT REQUIREMENTS

Publisher requires an insertion order that includes the following details: journal name; issue date and number; ad size; ad insertion frequency and rate; advertiser's complete contact information (name, phone, fax, billing address, e-mail). These details may be sent via email or fax.

DIGITAL SPECS

worldpolicy.org Banners:

- **Leader Board: 728 wide x 90 tall pixels**
- **Skyscraper: 120 wide x 600 tall pixels**

Ads should be saved as **.gif** (preferred), **.jpeg** or **.png** files.

EDITORIAL BOARD

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YAFFA FREDRICK, Managing Editor

WORLD POLICY JOURNAL EDITORIAL BOARD

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EDITORS EMERITUS

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JAMES CHACE, Editor
KARL MEYER, Editor-at-Large

EDITORIAL CALENDAR

ISSUE	THEME	SPACE RESERVATION DATE	ARTWORK DUE DATE
Spring 2015, Vol. XXXII, No. 1	Disasters	2/20/15	2/25/15
Summer 2015, Vol. XXXII, No. 2	Energy	5/12/15	5/16/15
Fall 2015, Vol. XXXII, No. 3	Food	8/11/15	8/15/15
Winter 2015/2016, Vol. XXXII, No. 4	Latin America	11/10/15	11/13/15
Spring 2016, Vol. XXXIII, No.1	Sports	2/20/16	2/25/16

EDITORIAL: RECURRING FEATURES

EDITORS' NOTE:

Our editors set up the magazine and give a foretaste of what's inside.

BIG QUESTION:

Our panel of global experts riffs on the cover theme and how it plays in their home country or region.

ANATOMY:

We dissect and examine graphically a key element of our cover package

MAP ROOM:

The geography of an issue central to the theme of our cover package.

CONVERSATION:

With a leading global figure who has shaped our cover package and continues to do so, illustrated with a caricature by Pulitzer Prize winning cartoonist Jeff Danziger.

THE WORLD IN VERSE:

Our poet-in-residence, Eliza Griswold, with her own unique perspective on the world today.

PORTFOLIO:

A photographer of international renown tells us a 12-page story in pictures and words with a layout that *National Geographic* would envy.

CODA:

Closing thoughts from Editor & Publisher David A. Andelman from his half century traveling through 80 nations.

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WORLD POLICY INSTITUTE



For advertising inquiries contact:

John McNamara

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mcnamara@worldpolicy.org