From boardrooms to classrooms, from Davos to Camp David, 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.
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.**

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

- Jonathan Cristol, Senior Fellow, Bard College’s Center for Civic Engagement

"The tone and content of the Journal serves not only to engage specialists, but also to be accessible enough so that many articles could be—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
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

**DEMOGRAPHICS**

Median Household Income: $165,000

70%

30%

**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

108 West 39th Street, Suite 1000, New York, New York 10018  www.worldpolicy.org
CIRCULATION AND READERSHIP

CIRCULATION:
Individual subscribers plus newsstand: 8,865
Institutional subscribers: 7,000
Total Circulation: 15,865

READERSHIP: 47,595
Regional Breakdown: 35% in North America, 65% beyond North America

SUBSCRIPTION RATE: $45 for individuals; $30 for students

COVER PRICE: $10

BLACK AND WHITE

<table>
<thead>
<tr>
<th>DISCOUNT</th>
<th>10%</th>
<th>20%</th>
<th>25%</th>
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<tbody>
<tr>
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<td>$1,200</td>
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<td>$1,010</td>
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<tr>
<td>3X</td>
<td>$1,600</td>
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<td>$900</td>
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<td>$700</td>
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All rates are net. For 4-color processing, please add an additional $400 per page.
Ask about discounted print and online advertising packages.
Font-matching available for special advertising sections at $800 flat.
### ONLINE AD TYPES & SPECS

- **Monthly traffic:** Over **135,000 UNIQUE VISITORS** and **1.35 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 192 COUNTRIES across the globe.**
- **Followed by over 74,000 READERS on Twitter and Facebook.**
- **Gender:** 45% Female, 55% Male
- **Age:** 67% of readers between **18-34 YEARS OLD**
- **Average time per visit:** **2.2 MINUTES**

### Online Ad Results Per Month

- **Average Page Views:** **135,000**
- **Average Clickthroughs for Ads:** **2600**

### Discount

<table>
<thead>
<tr>
<th>N/A</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
</tr>
</thead>
</table>

### Advertisement

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size</th>
<th>1 Month</th>
<th>3 Month</th>
<th>6 Month</th>
<th>12 Month</th>
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<tbody>
<tr>
<td>LEADERBOARD</td>
<td>728X90</td>
<td>$500</td>
<td>$450</td>
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<td>WIDE SKYSCRAPER</td>
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<td>One Link</td>
<td>$125</td>
<td>$115</td>
<td>$100</td>
<td>$90</td>
</tr>
</tbody>
</table>

**Online ad types & specs:**

- **Gender:** 45% Female, 55% Male
- **Age:** 67% of readers between 18-34 years old
- **Average time per visit:** 2.2 minutes

**Online ad results per month:**

- **Average page views:** 135,000
- **Average clickthroughs for ads:** 2600

**Discount:**

<table>
<thead>
<tr>
<th>N/A</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
</tr>
</thead>
</table>

**Advertisement:**

- **Leaderboard:** 728X90
- **Wide Skyscraper:** 160X600
- **Text Link:** One Link

**108 West 39th Street, Suite 1000, New York, New York 10018 | www.worldpolicy.org**
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 features a contribution from Paul Brandus, founder of West Wing Reports, with more than 322,000 Twitter followers. Each broadcast also features 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 audience would include:
- 17,500 subscribers across 45 countries and three podcast platforms (including iTunes, iono.fm, and worldpolicy.org)

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 65,000 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:

<table>
<thead>
<tr>
<th>NUMBER OF EVENTS</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>1 podcast</td>
<td>$1,250 Net</td>
</tr>
<tr>
<td>1 month (4 podcasts)</td>
<td>$4,000 Net</td>
</tr>
<tr>
<td>6 months (24 podcasts)</td>
<td>$20,000 Net</td>
</tr>
</tbody>
</table>
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, including Journal subscribers and Institute members. 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:

**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

**RESULTS FROM A RECENT THREE-BROADCAST CAMPAIGN**

- **AVERAGE OPEN RATE**: 14.7%
- **AVERAGE CLICKTHROUGH RATE**: 1.75%

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 JOURNAL PRESS RELEASE SPONSORSHIP**

When we publish each new quarterly edition of the magazine, we send an announcement regarding the new issue to our circulation of over 20,000 recipients. This press release allows for a single, exclusive sponsor. This would be a great way to guarantee multiple impressions for your brand and for your message whenever you have an ad in the current issue.

**As the exclusive sponsor, you will have enormous visibility through:**

- **BANNER PLACEMENT: MEDIUM RECTANGLE** (300x250) – positioned within text

**The pricing structure is as follows:**

- **COST**: $750

**The result metrics for the World Policy Journal Press Releases have been very high:**

- **AVERAGE OPEN RATE**: 16.75%
- **AVERAGE CLICKTHROUGH RATE**: 3.35%
The result metrics for the World Policy Newsletter have been very high:

- **Average Open Rate**: 18%
- **Average Clickthrough Rate**: 7.5%

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:

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>DURATION</th>
<th>DISCOUNT</th>
<th>GROSS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 issue</td>
<td>N/A</td>
<td></td>
<td>$750</td>
</tr>
<tr>
<td>1 month</td>
<td>10%</td>
<td></td>
<td>$2,700</td>
</tr>
<tr>
<td>2 months</td>
<td>20%</td>
<td></td>
<td>$4,800</td>
</tr>
<tr>
<td>3 months</td>
<td>30%</td>
<td></td>
<td>$6,300</td>
</tr>
</tbody>
</table>

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!
MECHANICAL REQUIREMENTS

• A full page in WPJ measures 7.25” wide by 10” tall. (7.5” wide by 10.25” tall with bleed.)
• A half page in WPJ measures 7.25” wide by 5.125” tall.
• A quarter page in WPJ measures 3.625” wide by 5.125” tall.
• A 2-page spread inside cover measures 14.75” wide by 10.25” tall with bleed.
• Publisher prefers press-optimized PDFs transmitted via email.
• All fonts must be embedded and a proof must accompany the file.
• Resolution should be 500 dpi.
• Please send only black-and-white camera-ready 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, email). These details may be sent via email or fax.

DIGITAL SPECS

worldpolicy.org Banners:
• Leaderboard: 728 wide x 90 tall pixels
• Wide Skyscraper: 160 wide x 600 tall pixels

Ads should be saved as .gif (preferred), .jpeg or .png files. Note: We cannot support animation of any kind.
EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE RESERVATION DATE</th>
<th>ARTWORK DUE DATE</th>
<th>CLOSE DATE</th>
<th>MAILING DATE</th>
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</thead>
<tbody>
<tr>
<td>Spring 2017, Vol. XXXIV, No. 1</td>
<td>Fascism Rising</td>
<td>2/6/17</td>
<td>2/13/17</td>
<td>2/21/17</td>
<td>3/20/17</td>
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<tr>
<td>Fall 2017, Vol. XXXIV, No. 3</td>
<td>Changing Demographics</td>
<td>8/2/17</td>
<td>8/9/17</td>
<td>8/24/17</td>
<td>9/21/17</td>
</tr>
</tbody>
</table>

EDITORIAL: RECURRING FEATURES

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDITORS’ NOTE</td>
<td>Our editors set up the magazine and give a foretaste of what’s inside.</td>
</tr>
<tr>
<td>BIG QUESTION</td>
<td>Our panel of global experts riffs on the cover theme and how it plays in their home country or region.</td>
</tr>
<tr>
<td>ANATOMY</td>
<td>We dissect and examine graphically a key element of our cover package</td>
</tr>
<tr>
<td>MAP ROOM</td>
<td>We explore the geography of an issue central to the theme of the issue.</td>
</tr>
<tr>
<td>CONVERSATION</td>
<td>With a leading global figure who has shaped our cover package and continues to do so, illustrated with a portrait by an award-winning cartoonist.</td>
</tr>
<tr>
<td>PORTFOLIO</td>
<td>A photographer of international renown tells us a 12-page story in images and words with a layout that National Geographic would envy.</td>
</tr>
<tr>
<td>CODA</td>
<td>Closing thoughts from Editor Christopher Shay.</td>
</tr>
</tbody>
</table>