

WORLD POLICY JOURNAL

PUBLISHED BY
WORLD POLICY INSTITUTE



2017 MEDIA KIT

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, 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*.

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, 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

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.

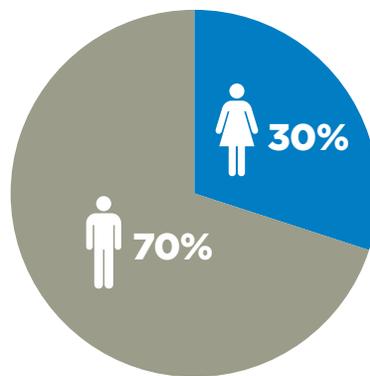
AVERAGE TIME

reading each issue of WPJ

hours. minutes.

2:40

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 ACCESS

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

DISCOUNT	N/A	10%	20%	25%
	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.

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).

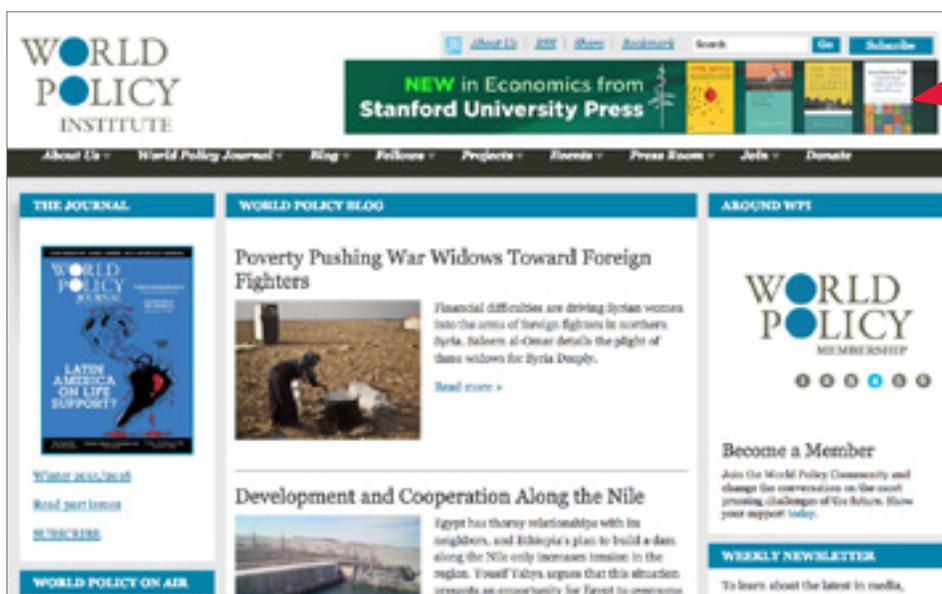
Read in **192 COUNTRIES** across the globe.

Followed by over **74,000 READERS** on  and 

Gender:  **45%**  **55%**

Age: **67%** of readers between **18-34 YEARS OLD**

Average time per visit: **2.2 MINUTES**



DISCOUNT		N/A	10%	20%	30%
ADVERTISEMENT	Size	1 Month	3 Month	6 Month	12 Month
LEADERBOARD	728X90	\$500	\$450	\$400	\$365
WIDE SKYSCRAPER	160X600	\$350	\$320	\$285	\$255
TEXT LINK	One Link	\$125	\$115	\$100	\$90

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:

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

World Policy On Air

By World Policy Institute

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: News & Politics

Language: English

© World Policy Institute

Customer Ratings

We have not received enough ratings to display an average for this podcast.

Description

World Policy On Air is a podcast from the pages and website of World Policy Journal featuring former Newsweek On Air host David Alpern and West Wing Reports founder Paul Brandus. Tune in every week for conversations with journalists and needed perspectives from around the globe, plus an update on foreign affairs-related news straight from the White House.

Name	Description	Released	Price
1 World Policy On Air, Ep. 8...	The ancient Greek trag...	10/6/2016	Free View in iTunes >
2 World Policy On Air, Ep. 8...	The Chinese governme...	9/29/2016	Free View in iTunes >
3 World Policy On Air, Ep. 8...	Despite signing the Ar...	9/25/2016	Free View in iTunes >
4 World Policy On Air, Ep. 8...	Following terror attack...	9/15/2016	Free View in iTunes >
5 World Policy On Air, Ep. 8...	Increased urbanization...	9/8/2016	Free View in iTunes >
6 World Policy On Air, Ep. 8...	Social media has beco...	9/1/2016	Free View in iTunes >
7 World Policy On Air, Ep. 8...	The distinction between...	8/25/2016	Free View in iTunes >
8 World Policy On Air, Ep. 8...	Breaking with World Po...	8/19/2016	Free View in iTunes >
9 World Policy On Air, Ep. 8...	Coverage of honor kil...	8/11/2016	Free View in iTunes >
10 World Policy On Air, Ep. 7...	Waves of anti-immigra...	8/5/2016	Free View in iTunes >

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%

WORLD POLICY NEWSLETTER – EXCLUSIVE SPONSORSHIP OPPORTUNITY

World Policy Newsletter is distributed every Friday to our list of 20,000 recipients, including World Policy 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%

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



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!

WORLD POLICY JOURNAL AD SPECIFICATIONS

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**.
- 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 BOARD

CHRISTOPHER SHAY, Editor

YAFFA FREDRICK, Managing Editor

WORLD POLICY JOURNAL EDITORIAL BOARD

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EDITORIAL CALENDAR

ISSUE	THEME	SPACE RESERVATION DATE	ARTWORK DUE DATE	CLOSE DATE	MAILING DATE
Spring 2017, Vol. XXXIV, No. 1	Fascism Rising	2/6/17	2/13/17	2/21/17	3/20/17
Summer 2017, Vol. XXXIV, No. 2	Criminal Justice	4/27/17	5/4/17	5/23/17	6/20/17
Fall 2017, Vol. XXXIV, No. 3	Changing Demographics	8/2/17	8/9/17	8/24/17	9/21/17
Winter 2017, Vol. XXXIV, No. 4	Indigenous Populations	11/10/17	11/17/16	11/27/17	12/20/17

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	We explore the geography of an issue central to the theme of the issue.
CONVERSATION	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.
PORTFOLIO	A photographer of international renown tells us a 12-page story in images and words with a layout that <i>National Geographic</i> would envy.
CODA	Closing thoughts from Editor Christopher Shay.

WORLD POLICY JOURNAL

For advertising inquiries contact:

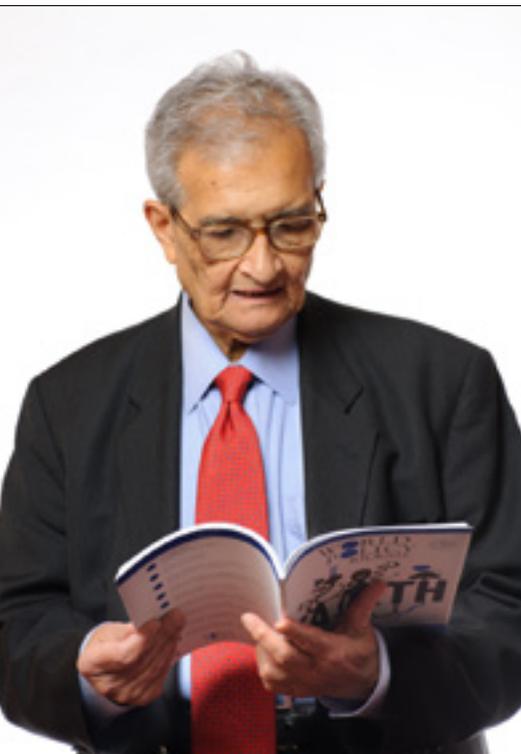
John McNamara

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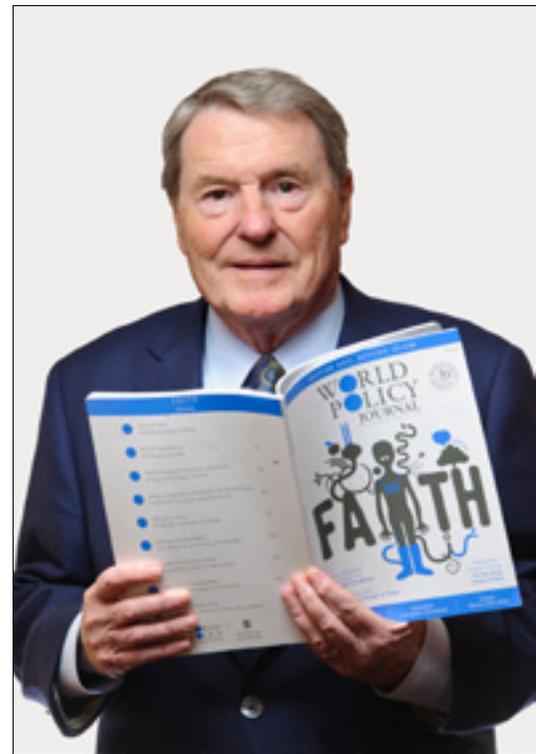
LOOK WHO'S READING US!



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Nobel Prize Winner



DR. JAMES HANSEN
Climate Scientist



JIM LEHRER
PBS News Anchor