THE | DIPLOMAT

Read The Diplomat, ***Know the Asia-Pacific***

MEDIA KIT

THEDIPLOMAT.COM

The Diplomat is the premier current affairs magazine for the Asia Pacific, providing high quality editorial coverage and analysis of what's happening in the region.

The Diplomat attracts a rapidly growing high-value audience of influential opinion leaders and decision makers. To reach and engage this audience we can provide targeted campaigns that combined with creative advertising formats will maximize the ROI on your advertising dollars and reach your target audience.

Our readers are interested in our expert coverage of:
• Geo-political trends and acute foreign policy analysis
• Defense and intelligence
• Environment
• Business, finance and economy
• Arts, culture and social trends

The Diplomat has been highly commended and cited by other leading international publications for our editorial integrity and coverage of APAC news and events including:
• The New York Times
• The Atlantic
• The Guardian
• The Financial Times
• forbes.com
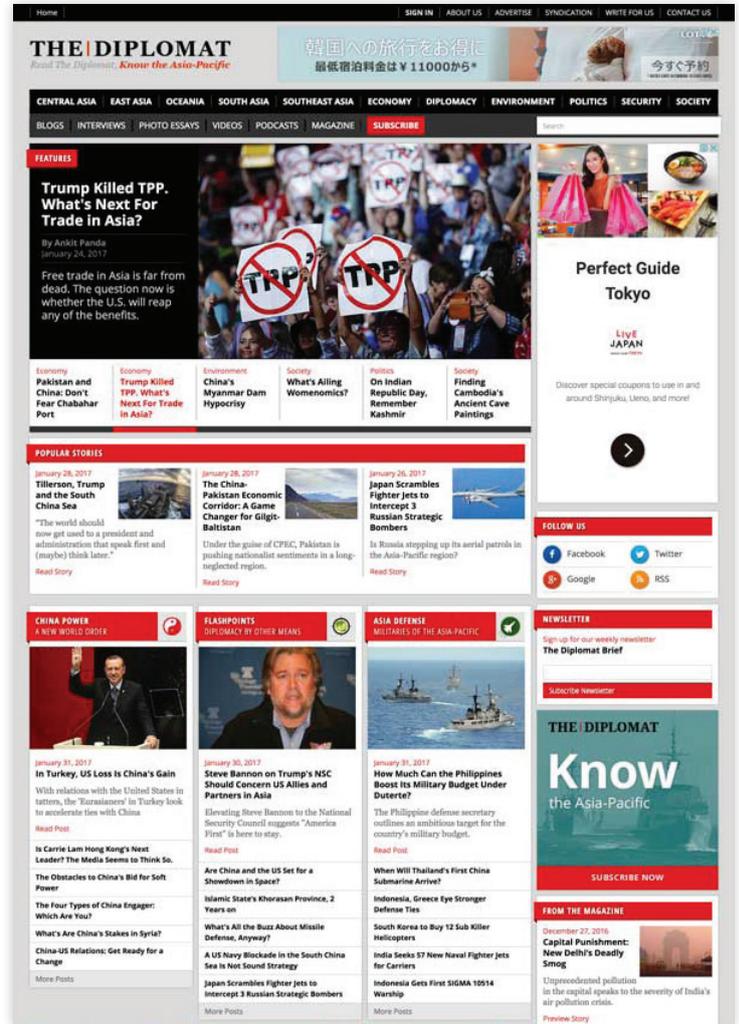
CNN World
"A stellar international current-affairs magazine."

The FT's 'Beyond BRICS' blog
"What we're reading – The Diplomat"

Wall Street Journal
"One of the best online reactions to Hatoyama's resignation"

Foreign Policy
"An intriguing essay in The Diplomat"

In addition to it's in-depth editorial coverage The Diplomat turns the spotlight on emerging issues through a broad range of engaging formats.

Magazine
App

Distinct from our website, The Diplomat magazine is a monthly, digital publication featuring loads of exclusive content, including some of our best long-form pieces, combined with a selection of the best articles each month from our website.

Photo
Essays

Insightful views on events occurring in the Asia-Pacific region presented through the lens of acute photographers.

Video
Reportages

Thought-provoking interviews with experts in their field as well as on-location coverage from our Asia-Pacific correspondents.

Audio
Podcasts

Weekly discussions of the geopolitical implications of current events in the Asia-Pacific with regular guests.

Email
Newsletter

Weekly updates and first-read access to a major article yet to be fully released for our most loyal readers.
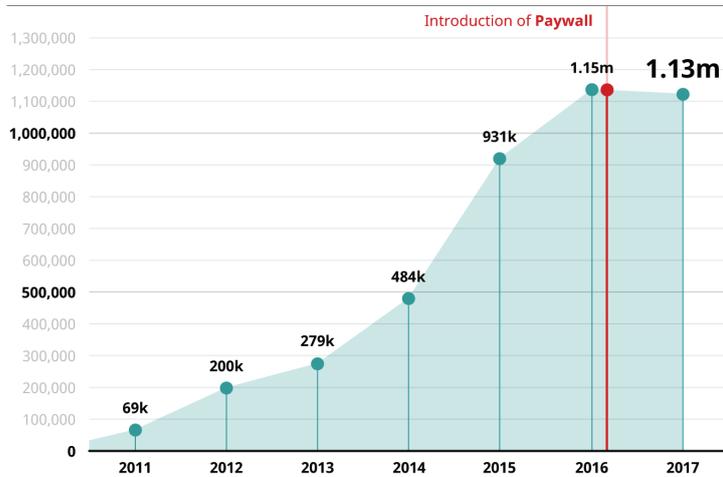
The Diplomat reaches a unique audience of influential commentators, policymakers and academics with its in-depth treatment of regional issues.
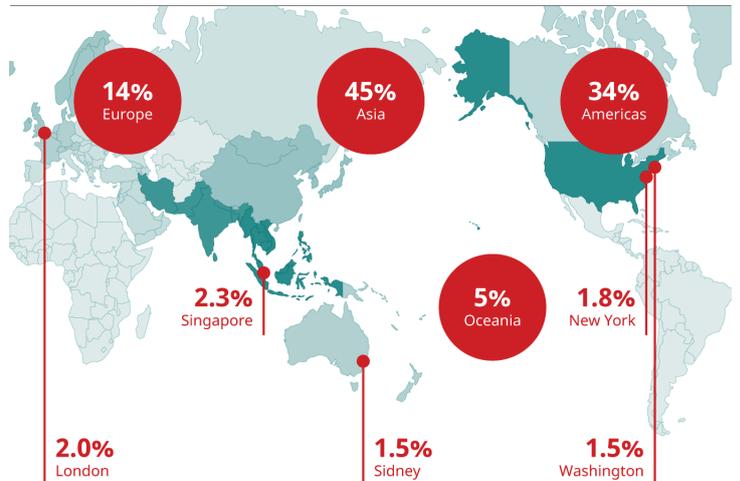
Key Monthly Statistics 2016

Unique Visitors	1,132,567
Page Impressions	2,447,957

Monthly average, Jan. 1st - Dec. 31 2016; Source: Google Analytics

Unique Visitors

Introduction of **Paywall**

2011	69k
2012	200k
2013	279k
2014	484k
2015	931k
2016	1.15m
2017	1.13m

Regional Distribution

- **14%** Europe
- **45%** Asia
- **34%** Americas
- **2.3%** Singapore
- **5%** Oceania
- **1.8%** New York
- **2.0%** London
- **1.5%** Sidney
- **1.5%** Washington

Collateral

Newsletter

Subscribers	19k

As of January 25th 2016
Source: Mailchimp

Magazine App

Active Devices	4k

Monthly average, Jan. 1st - Dec. 31 2016
Source: Apple iTunes, Google Play

Podcast

Rating	4.7 Stars

As of January 25th 2016
Source: Apple iTunes

YouTube

Views	4k

Monthly average, Jan. 1st - Dec. 31 2016
Source: YouTube

Social Media

Facebook

Subscribers*	872k

As of January 25th 2016
Source: Facebook

Reach	5.0m

Monthly average, Jan. 1st - Dec. 31 2016
Source: Facebook
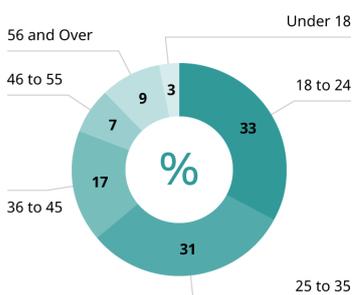
Twitter

Followers	112k

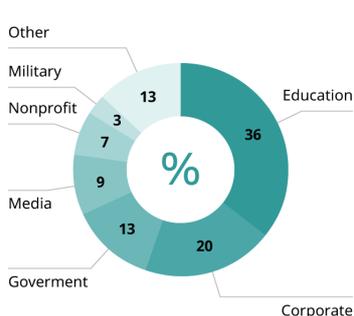As of January 25th 2016
Source: Twitter

Impressions	3.4m

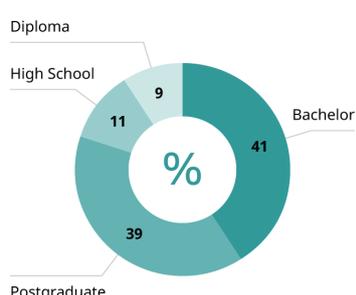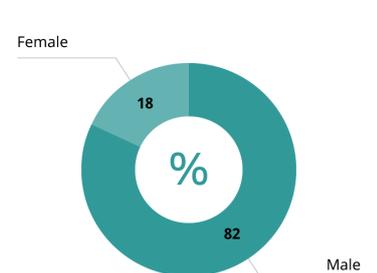Monthly average, Jan. 1st - Dec. 31 2016
Source: Twitter

Demographics

Age Group

- Under 18: 3
- 18 to 24: 33
- 25 to 35: 31
- 36 to 45: 17
- 46 to 55: 7
- 56 and Over: 9

Working Sector

- Other: 13
- Military: 3
- Nonprofit: 7
- Media: 9
- Goverment: 13
- Corporate: 20
- Education: 36

Education

- Diploma: 9
- High School: 11
- Bachelor: 41
- Postgraduate: 39

Gender

- Female: 18
- Male: 82

Email: advertise@the-diplomat.com
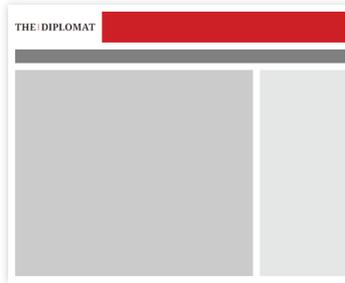
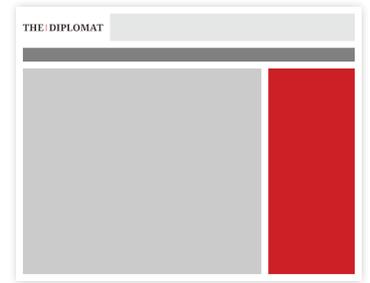## Standard Web Products

Leaderboard

- Dimensions:
  728x90
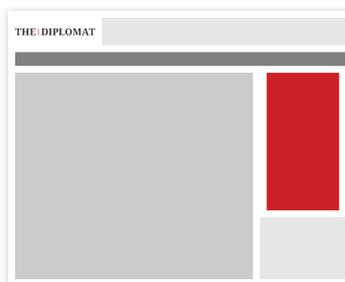- Rich media capable

Half Page

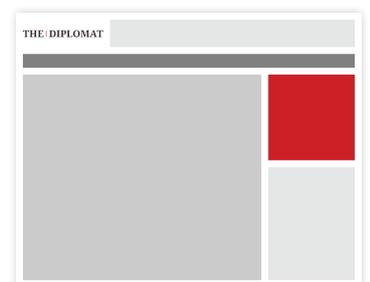- Dimensions:
  300x600
- Rich media capable

Vertical Rectangle

- Dimensions:
  240x400
- Rich media capable

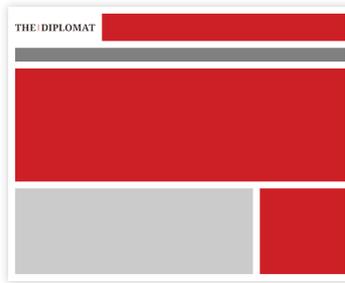### Medium Rectangle

- Dimensions:
  300x250
- Rich media capable
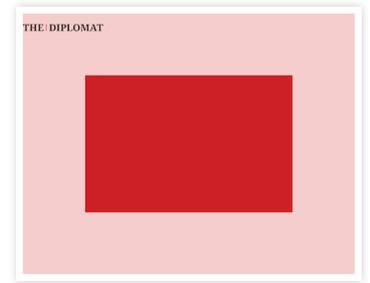

Custom Web Products

Home Page Takeover

- Dimensions:
  728x90 Leaderboard,
  300x250 Medium
  Rectangle,
  980x400 auto-expandable
  pushdown which rectracts
  to a 980x70 image
- Rich media capable
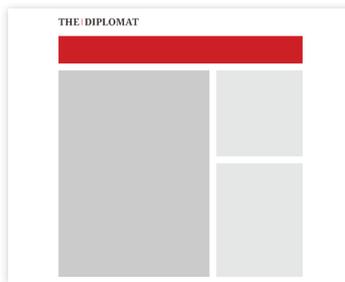

Interstitial

- Dimensions:
  600x480
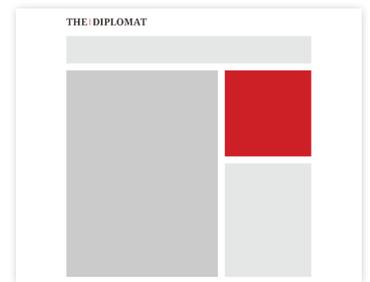- Rich media capable

Standard Email Products

Leaderboard

- Dimensions:
  728x90
- Not capable of rich media

Medium Rectangle

- Dimensions:
  300x250
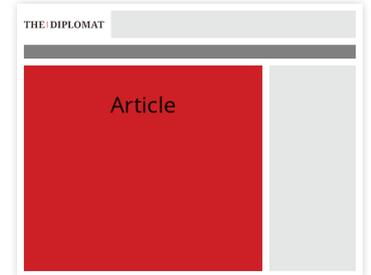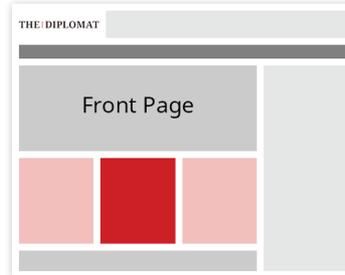- Not capable of rich media

Native Advertising

Sponsored Content

Create an authentic, native experience by integrating your marketing campaign with our website through sponsored content.

- Sponsor-generated article presented prominently on front page
- Dimensions: 290x170 image on front page, 385x225 (or taller) image on article
- Rich media capable

Please contact us with your campaign requirements, and we would be delighted to provide you with a quote tailored to your needs.

Global targeting (Inc. US Traffic)

Leaderboard

Product	Size	Base Rate (CPM)
Leaderboard	728 x 90	$9
Half Page	300 x 600	$15
Vertical Rectangle	240 x 400	$12
Medium Rectangle (above the fold)	300 x 250	$8
Medium Rectangle (below the fold)	300 x 250	$4

Half Page

Product	Size	Rate
Home Page Takeover	-	Contact us
Interstitial	600 x 480	Contact us

Half Page

Product	Size	Rate
Leaderboard	728 x 90	Contact us
Medium Rectangle	300 x 250	Contact us

Creative Deadlines

Sponsored Content

Editorial content needs to be submitted five working days prior to publishing to be reviewed.

Standard

- Advertiser created:
  Three working days pre-campaign start date.
- The Diplomat created:
  Ten working days pre-campaign start date.

Expandable

- Advertiser created:
  Five working days pre-campaign start date.
- The Diplomat created:
  Fifteen working days pre-campaign start date.

Standard Specifications

All ads with a white or light background must include a 1x1 pixel border (except Leaderboards).
Please note that newsletters have no flash / rich media capabilities.

Images

- File Types accepted: GIFs, JPEGs.
- Files should be no larger than 40KB.
- Please provide a click URL.

Flash

- Versions 9 or earlier preferred
- SWF with click_tag, backup GIF/ JPEG and click URL required.
- SWF file must have getURL(_root.clickTAG, "_blank"); embedded on the button.
- Recommended Max Frames Per Second (FPS) = 25 fps.

Interstitial

Any animation must cease after 10 seconds since interstitial page only pauses 10 seconds before forwarding user to initially requested page.

Expanding Creative / Video / Sound

- Expanding creative must be 3rd party served.
- Mouse over for initial expansion (or click), then click initiation for additional expansions within the same page view.
- Expanded creative must close when mouse rolled off expanded area.
- Close button to be present in expanded creative with text "CLOSE [x]".
- Video/Sound asset must not exceed 1MB in file size.
- Sound is strictly user initiated via click (off by default).
- Sound disable button to be present in expanded creative.
- Sound must stop on mouse off/close.
- Maximum expanded size for 728x90: 728x180
- Maximum expanded size for 240x400: 600x400
- Maximum expanded size for 250x520: 600x250
- Maximum expanded size for 300x250: 600x250
- Maximum expanded size for 300x600: 600x600

Home Page OPA Push Down Unit

- Dimensions: Collapsed State: 980x70, Expanded State: 980x400
- File Size: 100k initial load max, 200k subsequent load max
- Expansion: Auto expansion frequency capped at 1 per user per day, subsequent expansions must be user initiated on click. Expansion speed time should be .9 seconds and the auto expand set to "Priority". Video accepted in expanded panel.
- Duration: Eight seconds on frequency capped auto expansion, 8 seconds max for subsequent user initiated expansions
- Must contain a clearly defined expand & close click button - user initiated expansion on rollover not allowed
- The ad must collapse if the user clicks the close button OR if the user does not interact with the user imitated expanded ad for eight seconds.

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CONTACT US

Please contact us with your campaign requirements, and we would be delighted to provide you with a quote tailored to your needs.

Advertising

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Head Office

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Washington D.C. 20006
USA

General inquiries

Please submit inquiries on though our contact form on our website at:
thediplomat.com/contact-us