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

“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”

Email: advertise@the-diplomat.com
In addition to its 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**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors</td>
<td>1,132,567</td>
</tr>
<tr>
<td>Page Impressions</td>
<td>2,447,957</td>
</tr>
</tbody>
</table>

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

**Regional Distribution**

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

**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**

**Working Sector**

- **Government**: 29%
- **Nonprofit**: 9%
- **Corporate**: 41%
- **Education**: 39%
- **Media**: 9%
- **High School**: 41%
- **Bachelor**: 39%
- **Postgraduate**: 29%
- **Diploma**: 13%
- **Military**: 3%

**Age Group**

- **Under 18**: 3%
- **18 to 24**: 33%
- **25 to 35**: 31%
- **36 to 45**: 29%
- **46 to 55**: 17%
- **56 and Over**: 7%

**Gender**

- **Male**: 82%
- **Female**: 18%

**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 retracts 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)**

<table>
<thead>
<tr>
<th>Product</th>
<th>Size</th>
<th>Base Rate (CPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$9</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$15</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>240 x 400</td>
<td>$12</td>
</tr>
<tr>
<td>Medium Rectangle (above the fold)</td>
<td>300 x 250</td>
<td>$8</td>
</tr>
<tr>
<td>Medium Rectangle (below the fold)</td>
<td>300 x 250</td>
<td>$4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half Page</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Takeover</td>
<td>-</td>
<td>Contact us</td>
</tr>
<tr>
<td>Interstitial</td>
<td>600 x 480</td>
<td>Contact us</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half Page</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>Contact us</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>Contact us</td>
</tr>
</tbody>
</table>

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

Advertising

advertising@thediplomat.com

Head Office

Diplomat Media Inc.
1701 Pennsylvania Ave, Suite 308
Washington D.C. 20006
USA

General inquiries

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