

MEDIA KIT

Our readers are smart, ambitious and curious about the world.

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2017

CONTENT THAT MATTERS

Stratfor is the world's leading geopolitical intelligence platform.

What we do

As a geopolitical analysis firm, Stratfor provides valuable context to global events that empowers businesses, governments, and individuals to confidently navigate an increasingly complex international environment. Founded 20 years ago around the principle that transformative world events are not random, but are in fact predictable, Stratfor has grown into one of the world's most respected providers of strategic analysis and forecasting.



METHODOLOGY

Stratfor's proprietary methodology is our framework to predict the shifts in geopolitical power that shape our world and interpret the significance of today's global events. It combines an understanding of geopolitics, detailed analysis and rigorous internal debate, which is then refined into a unified Stratfor perspective. Our analysts begin with a flood of open-source information, filter out the noise, unearth emerging paradigms, challenge assumptions and reconcile conflicting truths to produce actionable analysis and forecasts.

AUDIENCE PROFILE

Stratfor provides valuable context to global events and trends that empowers businesses, governments, and individuals to confidently navigate an increasingly complex international environment.

INFLUENTIAL DEMOGRAPHICS

450,000	1,600,000	80% / 41%	80 / 20	45+	TOP 5 COUNTRIES
Monthly unique visitors	Monthly pageviews	Education level: Degree/Graduate Degree	Male / Female Readers	Age	U.S., U.K., Canada, Australia, Turkey

General interests: luxury holidays, news, computers and technology

Source: Google Analytics





WHAT PEOPLE SAY ABOUT US

66 "I have been a member for about three weeks and find your updates and analyses outstanding. I have referred a number of friends to the site and recommended they become a member.

DAVID KRETSCHMER

Healthcare Executive

66 I think you do a great job with what you produce. Keep up the great writing and analysis, it's as good or better than a great deal of the classified intel briefings I used to get.

HERB RIESSEN

Brigadier General (retired)

As a subscriber paid up for the next few years, I find your thinking very refreshing and very rewarding for me personally. I have always thought the mainstream news media were a day late and a dollar short on most subtle issues. And of course elected political leaders were only interested in discussing issues in a way that would help their re-election chances. ED PAULES

SVP Capital Markets

Kudos to you guys for another excellent piece. Your premium subscription is my most important out of pocket professional expense. Your insight and analysis and willingness to admit your infrequent missed forecast makes STRATFOR the best daily resource I have.

JAY A. CARROLL

Lt. Col. & Certified Protection Professional

GENERAL THOMAS WILKERSON
USMC (retired)
CEO United States Naval Institute

CONSISTENTLY FEATURED BY

The New York Times







The Washington Post



OUR PEOPLE



DAVID SIKORA *Executive Chairman and CEO*

David Sikora is Stratfor's executive chairman and CEO. He joined Stratfor to lead market expansion, digital engagement and product transformation initiatives following an investment from private equity firm Teakwood Capital, where he serves as an executive partner.

Mr. Sikora brings extensive executive experience to Stratfor, having served as CEO for multiple public and venture-backed private companies during his 25-year business career.



DAVID D. JUDSON *Editor-in-Chief*

David D. Judson is Stratfor's editor-in-chief. He oversees both the global network of the company's information gathering area specialists as well as the publishing team in Austin that works with analysts to craft Stratfor's work into written, video and graphic form. Before joining Stratfor, Mr. Judson worked for the Istanbul-based Dogan Media Group for eight years, first as managing editor of the Turkish-language business daily Referans and later as editor-in-chief of the Hurriyet Daily News, the company's English paper.



REVA GOUJON *VP of Global Analysis*

Reva Goujon is a leading global strategic analyst who keeps her finger on the pulse of emerging trends across the world. Ms. Goujon leads Stratfor's team of analysts and plays an integral role in applying a forward-looking, strategic lens to Stratfor's coverage of global events. She is also a prominent speaker, regularly addressing executives and investors at events across the world in a variety of industries, including energy, finance, commercial real estate and agriculture.

SENIOR ANALYSTS

RODGER BAKER *VP of Strategic Analysis*

FRED BURTONChief Security Officer

SCOTT STEWART *VP of Tactical Analysis*

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LOREM IPSUMSenior Military Analyst

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STRATFOR



Regardless of politics, everyone seems to agree that Donald Trump will be an dent. It comes as little surprise, then, that many of his picks to fill Cabinet posts are also unorthodox. Chief among these selections is Rex Tillerson, the CEO of Exxon Mobil Corp. and Trump's nominee for secretary of state. At first glance, Tillerson may seem a strange choice to fill Washington's top diplomatic post; after all, the past several a starting choice to fill Washington's top diplomatic post; after all, the past several secretaries of state have had backgrounds in government or diplomatic service. But Tillerson's experiences in the oil and natural gas industry have doubtless prepared him for the weighty and often delicate duties of the job.

FINANCE & ECONOMICS

A Problem China Cannot Outgrow

Beijing is employing tried and true methods to slow ballooning corporate debt, but its changed circumstances make success far from certain

Last year proved particularly interesting on the geopolitical stage. In this episode of the Stratfor podcast, we look at the lessons learned from 2016 and take a sneak peek at the year ahead.

ANNUAL FORECAST

Long-term trends tend to quietly build over decades and then noisily surface as the politics catch up. Such is the case for 2017.

An Arab Alliance Stretches Across the Red Sea

Gulf states have crafted an unusual strategy for bringing northeast Africa into the fold. And it appears to be working.

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