



Stratfor
Your World. In Context.

MEDIA KIT

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

Your world. In context.

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

Monthly unique visitors

1,600,000

Monthly pageviews

80% / 41%

Education level:
Degree/Graduate Degree

80 / 20

Male / Female
Readers

45+

Age

TOP 5 COUNTRIES

U.S., U.K., Canada,
Australia, Turkey

General interests: luxury holidays, news, computers and technology

Source: Google Analytics



WHAT PEOPLE SAY ABOUT US

“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

“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

“Without peer in open source intelligence.”

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

CONSISTENTLY FEATURED BY

The
New York
Times

 REUTERS

 FOX
NEWS
channel

 CNBC

The Washington Post

 Associated Press

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 BURTON

Chief Security Officer

SCOTT STEWART

VP of Tactical Analysis

LOREM IPSUM

Editorial Board

LOREM IPSUM

Editorial Board

LOREM IPSUM

Editorial Board

LOREM IPSUM

Senior Analyst

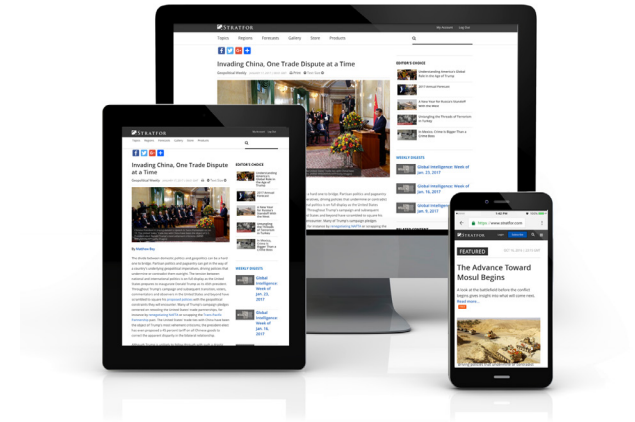
LOREM IPSUM

Senior Military Analyst

ADVERTISING OPTIONS

NEWSLETTER

A flexible and versatile way to improve online presence and connect with consumers and drive customers to your website or business.



400K

Monthly Unique Visitors

15%

Average Click-Through Rate

U.S., RUSSIA, TURKEY, U.K., CANADA

Top 5 Countries



Newsletter Advertising Placement Options

OPTION 1.

"This newsletter brought to you by..."
Header

OPTION 2.

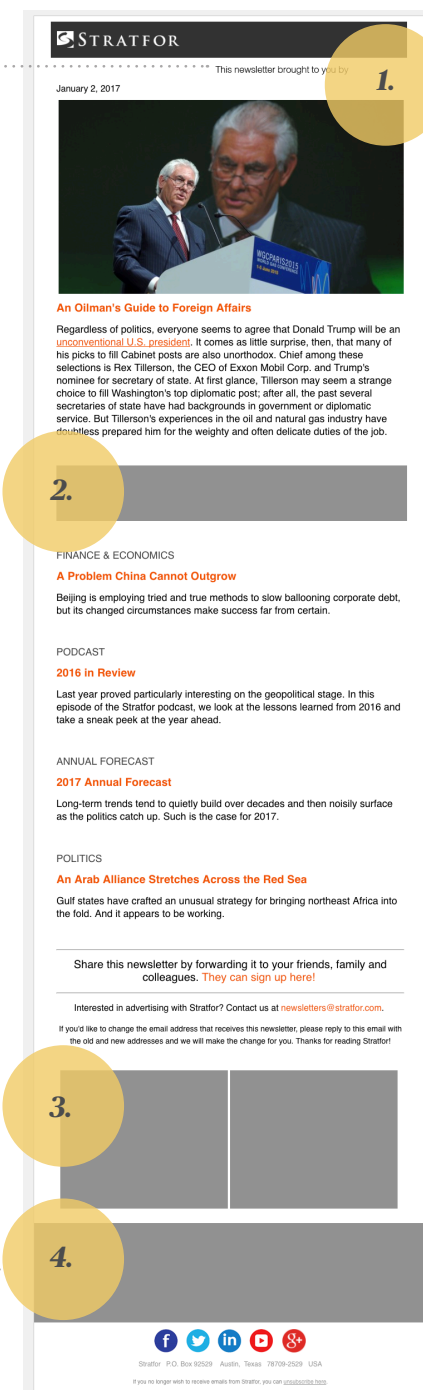
Horizontal banner below the first paragraph
630 x 60 px

OPTION 3.

Footer banner
300 x 250 px

OPTION 4.

Footer banner
700 x 180 px.



ADVERTISING OPTIONS

PODCAST

Our podcast is available on multiple distribution platforms, helping you to realize significant cost savings, as ads can be placed on multiple outlets for a single, flat fee, rather than paying each outlet individually.

IMPORTANT FACTS

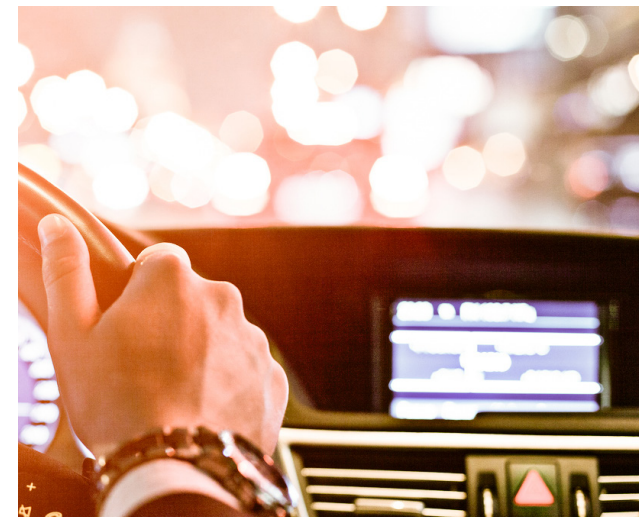
15K

Downloads Per Month

14K

Total Listens Since Launch

LIBSYN ITUNES SOUNDCLOUD STITCHER YOUTUBE
STRATFOR BLOG STRATFOR.COM (FOOTER)
Distribution Platforms



Podcast Advertising Placement Options



OPTION 1.

Sponsorship announcement by hosts (pre- and mid-roll)

OPTION 2.

Image displayed when their ad is played

OPTION 3.

10 second pre-roll announcement: "This podcast powered by [insert name]"

OPTION 4.

5 second mid-roll announcement: "This podcast powered by [insert name]"

CONTACT

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MAKETING MANAGER

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