

# WHAT IS THE ATLANTIC'S MISSION?

“... the healthy appetite of the mind for entertainment in its various forms of Narrative, Wit, and Humor, will not go uncared for ...”

“... a true and fearless representative of Art in all its various branches ...”

“... In Politics, *The Atlantic* will be the organ of no party or clique, but will honestly endeavor to be the exponent of ... the American idea.”

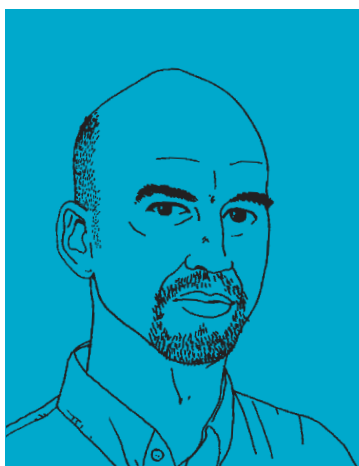
*Original mission statement, 1857*

We have always harnessed the sharpest minds to entertain and inform our readers in the pursuit of ideas. From our original mission statement to today, we remain as dedicated as ever to brave thinking.

**T**he Atlantic is America's leading destination for brave thinking and bold ideas that matter. *The Atlantic* engages its print, online, and live audiences with breakthrough insights into the worlds of politics, business, the arts, and culture. With exceptional talent deployed against the world's most important and intriguing topics, *The Atlantic* is the source of opinion, commentary, and analysis for America's most influential individuals who wish to be challenged, informed, and entertained.

# WHO ARE THE ATLANTIC VOICES?

From founder Ralph Waldo Emerson to Martin Luther King Jr., from Mark Twain to Ernest Hemingway, *The Atlantic* has long been home to the country's most brilliant minds. Our current roster of voices is no exception.



## JAMES BENNET

Before joining *The Atlantic*, Bennet was the Jerusalem bureau chief for *The New York Times*. During his three years in Israel, his coverage of the Middle East conflict was widely acclaimed for its balance and sensitivity. His much-lauded long-form writing for *The New York Times Magazine* caught the eye of David Bradley during his year-long search for a new editor. Upon accepting the position, Bennet told a *Times* reporter that he saw the *Atlantic* job as “a chance to help, encourage and preserve the practice of serious, long-form journalism.”

Bennet is a graduate of Yale University who began his journalism career at *The Washington Monthly*. Prior to his work in Jerusalem, he served as *The Times'* White House correspondent and was preparing to join its Beijing bureau when he was offered the *Atlantic* editorship.

## ANDREW SULLIVAN

“Iconoclastic, sometimes conservative commentator ... one of the nation's most prominent journalists”

*The New York Times*

Former editor of *The New Republic*, Sullivan was one of the first mainstream journalists to experiment with blogging, and his blog is now a destination unto itself.

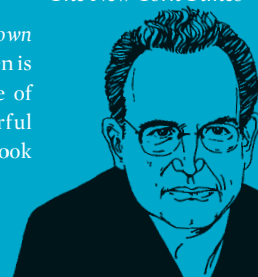


## MARK BOWDEN

“Gut-punching ... potent step-by-step accounts”

*The New York Times*

Author of *Black Hawk Down* and *Killing Pablo*, Bowden is widely recognized as one of the country's most powerful storytellers. His latest book is *The Best Game Ever*.



## JAMES FALLOWS

“I wish the world had a hundred James Fallows-es. Even ten would be a major improvement.”

*Wired*

A National Magazine Award-winning correspondent, Fallows has recently written *Atlantic* features on the war in Iraq, the emerging “superpower” China, and technology.



# WHO ARE THE ATLANTIC VOICES?

## CAITLIN FLANAGAN

“Provocatrice”

*The New York Observer*

Flanagan has established herself as a highly entertaining social critic unafraid to take on self-indulgence, political correctness, and conflicts at the very heart of modern life.



## CORBY KUMMER

“A dean among food writers”

*San Francisco Examiner*

A five-time James Beard Award winner, Kummer provides enriching and thoughtful commentary on food and wine.



## MICHAEL HIRSCHORN

“One of the most powerful music journalists in the country”

*BizReport*

Executive vice president of original programming at VH1, Hirschorn offers an insider perspective on developments in music and on the screen.



## ROBERT KAPLAN

“The vision he offers—kaleidoscopic, opinionated, and seductive—makes one look at the world and its drivers in a new way.”

*Salon.com*

A venerable reporter, Kaplan is the best-selling author of *Balkan Ghosts* and *Imperial Grunts*.



## HANNA ROSIN

“Rosin is a journalist who not only reports but also observes deeply.”

*San Francisco Chronicle*

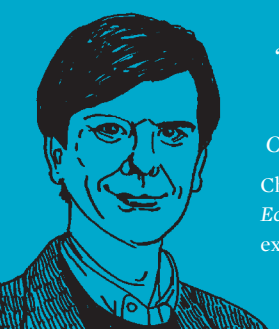
Former *New Republic*, *GQ*, and *Washington Post* writer Rosin provides a fresh perspective on religion and society.




# WHO ARE THE ATLANTIC VOICES?




**JOSHUA GREEN**  
“Stunning piece ... meticulously reported”  
*The Wall Street Journal*  
Named one of *Columbia Journalism Review’s* Ten Young Writers on the Rise, Green has contributed significant political commentary to *The Atlantic*.




**CLIVE CROOK**  
“World-respected journalist and commentator on politics and economics”  
*Chicago Graduate School of Business*  
Chief editorial advisor and former *Economist* deputy editor. Clive Crook examines business and policy trends influencing the economy.



**VIRGINIA POSTREL**  
“A master D.J. who sequences the latest riffs from the hard sciences, the social sciences, business, and technology, to name only a few sources”  
*Vanity Fair*  
*Substance of Style* author Postrel offers commentary on the intersection of culture and commerce.



**JEFFREY GOLDBERG**  
“One of the finest journalists of his generation”  
*The New York Sun*  
Former Middle East and Washington correspondent for the *The New Yorker*, Goldberg writes and blogs about religion, politics, and foreign affairs.



**CHRISTOPHER HITCHENS**  
“One of the most compelling living critics”  
National Public Radio  
Also a contributing editor at *Vanity Fair* and a renowned author, Hitchens regularly writes book reviews for *The Atlantic*.

# WHO ARE THE ATLANTIC VOICES?

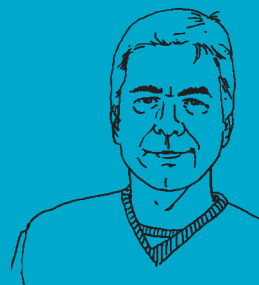
## WAYNE CURTIS

“What Herbert Asbury did for the gangs of New York, Wayne Curtis does for rum.”

Jeff Berry

A winner of the Society of American Travel Writers Lowell Thomas Travel Journalist of the Year, Wayne Curtis has written countless travel articles for *The Atlantic*. In 2007 he won a gold Lowell Thomas award for best magazine story on the U.S. or Canada, for an *Atlantic* article.

Curtis is also the author of *And a Bottle of Rum: A History of the New World in Ten Cocktails*.



## TA-NEHISI COATES

“Ta-Nehisi Coates is the young James Joyce of the hip hop generation.”

Walter Mosley

Coates, who blogs on *TheAtlantic.com* about politics, race, and music, is a former staff writer at *The Village Voice* and *Time*.



## MARC AMBINDER

“Some of the best campaign coverage around”

*The Huffington Post*

Chief political consultant to CBS News and a founder of ABC's political blog *The Note*, Ambinder is an esteemed political pundit and blogger.



## MEGAN McARDLE

“[One of] the younger women who are now coming up the ranks as real experts”

*The Huffington Post*

The founder of *Live From the WTC*, a blog focused on economics, business, and cooking, McArdle is a former writer for *The Economist*, and maintains her blog, *Asymmetrical Information*, on *TheAtlantic.com*.



# WHAT IS THE ATLANTIC MAGAZINE?

*The Atlantic* is arguably the most influential magazine brand in American history. Founded in Boston in 1857 by Ralph Waldo Emerson and Henry Wadsworth Longfellow, *The Atlantic* has a storied history of discovering now-renowned authors and publishing brilliant writing. For a century and a half, *The Atlantic* has amused and informed its loyal readers, fueled and steered the national dialogue, and influenced the course of our nation's history.

## EDITOR'S NOTE:

This up-front letter offers readers a guide to the issue, directly from *Atlantic* editor James Bennet.

## QUICK STUDY:

"Quick Study" offers pithy overviews of pertinent research papers, studies, and other primary sources that are gaining traction in cultural, economic, medical, and political spheres.

## LETTERS TO THE EDITOR:

Featuring reader responses and writer retorts, *The Atlantic's* "Letters to the Editor" section is one of the most active of its kind and exemplifies our readers' passion for the editorial.

## DISPATCHES:

"Dispatches" includes four to six shorter, insightful pieces on vital happenings from around the world and close to home. The section features recurring dispatches on travel, technology, and an alternating food/drinks column, from the greatest minds within each terrain.

## BUSINESS:

Penned by Megan McArdle, this monthly column provides expert insight into the latest happenings in business and economics. McArdle is a former *Economist* writer and curates the Atlantic Business channel on TheAtlantic.com.

## MOVING PICTURES:

This monthly column delivers unique and engaging commentary on film, television, and entertainment from acclaimed film critic James Parker.

## CONTENT:

This regular column provides an insider's perspective on music, entertainment, and the culture of media from Michael Hirschorn, an ongoing producer at VH1 and one of the most esteemed music journalists in the country.

## FEATURES:

In-depth, informative, and always buzz-worthy, *The Atlantic's* feature stories catch readers at their peak moments of engagement with the magazine. Written by the nation's most prominent voices, these incisive and often unexpected investigative essays exemplify some of the best long-form, deep-thinking journalism in America today.

## THE MAP:

Appearing within the "Features" section, this art-driven feature "maps out" the far-reaching impact of a vital issue or trend in an illustrative spread.

## BOOKS:

Throughout its 150-year history, *The Atlantic's* literary commentary has been an iconic and celebrated component of the magazine. This proud tradition continues within its "Books" section, where leading fiction and non-fiction works are reviewed by Christopher Hitchens, Benjamin Schwarz, Caitlin Flanagan, Sandra Tsing Loh, Thomas Mallon, and other renowned critical voices.

## WHAT'S YOUR PROBLEM?:

In his all-new advice column, award-winning correspondent Jeffrey Goldberg offers readers counsel on daily dilemmas and big moral questions alike—from stain removal to statecraft and everything in between.

# WHAT IS THEATLANTIC.COM?

“Today, with big-name bloggers and video, TheAtlantic.com [has] evolved into one of the livelier places on the Web for public policy debate and news analysis. And the number of readers going to the site has quadrupled.”

The New York Times, 2008

TheAtlantic.com presents a dynamic destination with a rapidly increasing pulse: since 2007, unique monthly visitors have grown over 500% (to more than 3.2 million), and page views have grown to 17 million. Frequent additions of fresh talent continue this trajectory. In the past year, we have built a renowned roster of “Voices,” recently dubbed the “blogging version of a Yankee all-star line-up” by *The Huffington Post*.

## THIS TEAM OF CONTRIBUTORS INCLUDES:

Andrew Sullivan of The Daily Dish

Political pundit Marc Ambinder

Econoblogger Megan McArdle of Asymmetrical Information

Longtime Atlantic contributors James Fallows and Clive Crook

Culture contributor Ta-Nehisi Coates

Jeffrey Goldberg on foreign affairs

# WHAT IS ATLANTIC LIVE?



With events ranging from intimate dinner gatherings to week-long festivals, *The Atlantic's* event marketing group, Atlantic LIVE, brings the brand to life around unique content and conversations for audiences of the country's most influential individuals.

## PLATFORM EVENTS

Aligning closely with *The Atlantic's* editorial content, Atlantic LIVE offers annual events built on editorial franchises and current topics found within the magazine's pages.

- **State of the Union (January/February)**
- **The Aspen Ideas Festival (July/August)**
- **Brave Thinkers (November)**

## SIGNATURE EVENTS

Atlantic LIVE hosts a series of signature events—unique to our brand—throughout the year, ranging from content-rich conversations to purely entertainment-focused affairs.

### Signature Thought-Leader Events

- Round-table Dinners
- Town Halls
- Panel Discussions
- Debate Series—Great Debates and Life's Great Debates
- Green Intelligence Forum

### Signature Entertainment Events

- Meal of a Lifetime
- White House Correspondents' Weekend
- Author Briefings
- Other custom event opportunities

# WHO READS THE ATLANTIC?

Highly affluent and deeply educated, *Atlantic* readers represent a vital audience of the country's most influential thought leaders.

	% COMP	INDEX
<b>GENDER</b>		
Male	59	122
Female	41	79
<b>AGE</b>		
Median Age: 50		
<b>AFFLUENCE</b>		
HHI \$200,000+	15	324
HHI \$100,000+	50	163
Median HHI: \$152,584		
Median IEI: \$90,462		
<b>EDUCATION</b>		
Postgraduate Degree	46	519
Graduated College+	78	293
<b>INFLUENCE</b>		
Influentials	40	471
Professional/Managerial	49	210
Top Management	14	339

Source: MRI Spring 2009  
 Base: Total Adults  
 MMR 2008

# CAN YOU AFFORD NOT TO REACH THE MOST INFLUENTIAL AUDIENCE IN MEDIA?

*The Atlantic's* print readership is the most influential of all measured magazines—making it the most powerful catalyst for spreading your brand message.

## INFLUENTIALS

## INDEX

<a href="#">The Atlantic</a>	471
Scouting	420
The Economist	376
The New Yorker	369
Barron's	362
Scientific American	353
Audobon	343
Sierra	328
Southern Accents	323
Smithsonian	318
Psychology Today	314
Natural History	309
Veranda	307
Saturday Evening Post	299
Inc.	289

# JUST HOW AFFLUENT IS THE ATLANTIC READER?

Very. *The Atlantic* ranks #1 within its competitive set for MMR's two most important measurements of wealth.

## MEDIAN ASSET VALUE OF HOUSEHOLD:<sup>1</sup>



\*The Atlantic **rank** #6 out of all 99 measured magazines in MMR.

## MEDIAN VALUE OF TOTAL HOUSEHOLD LIQUID ASSETS:



\*The Atlantic **rank** #4 out of all 99 measured magazines in MMR.

Source: MMR 2008

<sup>1</sup>Median Asset Value of HH = Median value of financial accounts + total real estate, excluding principal home.

# WHAT TYPE OF CONSUMER DOES THE ATLANTIC ATTRACT?

With a highly concentrated audience of affluent and discerning consumers, *The Atlantic* ranks #1 out of all measured magazines for “buyers of the best”—brand-loyal, quality-focused consumers who represent a vital target for any marketer of a luxury product or service.

BUYERS OF THE BEST	AUD. (000)	INDEX
<i>The Atlantic</i>	460	222
American Way	398	213
Sierra	378	210
The Economist	766	194
Architectural Digest	1,294	190
Veranda	407	189
The New York Times (Sunday)	1,155	187
The New Yorker	1,204	181
New York Times/Boston Globe (Sunday)	1,458	179
Scientific American	905	179
Kiplinger's Personal Finance	677	179
Tennis	362	175
Barron's	336	175
Audubon	387	174
W	429	174
Outside	578	172

Source: MRI Fall 2008

Base: Total Adults

Buy based on quality, not price. Find brand name to be more important than price. Find it important that sales personnel be knowledgeable about the products they sell. Consider services of the store personnel to be important factor in making their shopping decisions. Favor environmentally safe products. Prefer products that offer the latest in technology. Always check ingredients and nutrition content on food products. Agree that their spouses have a significant impact on their purchasing decisions. Brand loyal, and willing to pay higher price for products made by a company they trust. Prefer to shop in stores that specialize in specific type of products.

# WHO READS THEATLANTIC.COM?

TheAtlantic.com users are highly affluent, deeply educated, and influential.

## GENDER

Male/Female 69%/31%

## AGE

Average Age 44

## AFFLUENCE

Average HHI \$118,000

Investable Assets of \$100K 49%

## EDUCATION

College Graduate+ 87%

Graduate Degree, Ph.D. 45%

## INFLUENCE

Professional/Managerial 43%

Top Management 19%

Influentials 58%

Trusted source of information among peers 65%

# HOW DEEPLY DO READERS ENGAGE WITH THE ATLANTIC?

*The Atlantic* engages an audience of more than 4.6 million of the nation's most influential people in print, online, and live at a level unmatched by other media brands. Brave, provocative, and insightful, its editorial is designed to draw readers deeply in, inspire conversation among them, and ultimately empower them to take action.

"Atlantic LIVE has forced us to look at things differently, and most importantly, has inspired us to act."  
Tom Wilson, CEO, Allstate

"The *Atlantic* dinner was the highlight of the Conventions."  
Michele Norris, Host, *All Things Considered*, NPR

"The group was terrific and discussion was tremendous."  
Thomas Kuhn, President, Edison Electric Institute

## IN PRINT

#3 for Involvement Index  
against all measured magazines  
(Index #121)

#2 for Reading Time  
against all measured magazines  
(71 minutes)

## ONLINE

Users average more than 12.5 minutes per visit.  
Visitors generate an average of 15,000  
reader comments on the site each month.

Source: MRI Doublebase 2008  
Base: Total Adults  
Omniture, Moveable Type

# WHAT ARE THE ATLANTIC'S ISSUE AND CLOSING DATES?

ISSUE	SPACE CLOSE	MATERIALS CLOSE	NEWSSTAND ON-SALE
Dec 08	22 Oct 08	28 Oct 08	9 Dec 08
Jan/Feb 09	26 Nov 08	2 Dec 08	13 Jan 09
March 09	31 Dec 08	6 Jan 09	17 Feb 09
April 09	28 Jan 09	3 Feb 09	17 Mar 09
May 09	4 Mar 09	10 Mar 09	21 Apr 09
June 09	1 Apr 09	7 Apr 09	19 May 09
July/Aug 09	29 Apr 09	5 May 09	16 Jun 09
Fiction 09	3 Jun 09	9 Jun 09	21 Jul 09
September 09	1 Jul 09	7 Jul 09	18 Aug 09
October 09	29 Jul 09	4 Aug 09	15 Sep 09
November 09	2 Sep 09	8 Sep 09	20 Oct 09
December 09	30 Sep 09	6 Oct 09	17 Nov 09
Jan/Feb 2010	25 Nov 09	1 Dec 09	12 Jan 10

No cancellations will be accepted after space close.  
Materials received after close will be inspected if time allows but may run as sent.

# WHAT ARE THE ATLANTIC'S SPECS?

## AD SIZES

Spread
Full page
2/3 vertical
1/3 vertical
1/3 square
1/2 page horiz. (standard)
1/2 spread horizontal
1/2 page digest
1/6 page vert. (standard)
1/6 page horizontal
1/12
1 inch

## NON-BLEED

14 <sup>7</sup> / <sub>8</sub> " x 10"
7" x 10"
4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
6 <sup>3</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
14 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
call for size
2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
call for size
2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
2 <sup>1</sup> / <sub>4</sub> " x 1"

## BLEED\*

16" x 10 <sup>3</sup> / <sub>4</sub> "
8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
5 <sup>1</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
2 <sup>7</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
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8 <sup>1</sup> / <sub>8</sub> " x 5 <sup>3</sup> / <sub>8</sub> "
16" x 5 <sup>3</sup> / <sub>8</sub> "
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## \*LIVE AREA, SAFETY, AND TRIM FOR BLEED ADS

Trim Size	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>2</sub> "
Keep live matter 5/16" from trim, 7/16" from bleed edge.	
Full Page Live Area	7 <sup>1</sup> / <sub>4</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
Spread Live Area	15 <sup>1</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
Gutter safety 1/4"	

For all bleed ads, please supply separate proof ruled with trim marks to show position on page. PDF diagrams of bleed layouts are available at [www.theatlantic.com/adspecs](http://www.theatlantic.com/adspecs).

## FILE FORMAT/MATERIAL DELIVERY

Shipping instructions, accepted file formats, and more detailed materials specifications are available online at [www.theatlantic.com/adspecs](http://www.theatlantic.com/adspecs).

## INSERTS

*The Atlantic* must approve a proof prior to printing. Please call John Kefferstan at 202.266.7076 for specifications, deadlines, and delivery instructions.

## CONTACTS

E-mail: [atlantic\\_production@theatlantic.com](mailto:atlantic_production@theatlantic.com)

### Split Distribution, Inserts, and Manufacturing:

John Kefferstan, Production Director

Phone: 202.266.7076

### Materials Questions/Extensions/FTP:

Jennifer Farmer, Production Manager

Phone: 202.266.7077

## GENERAL INFORMATION

**Frequency:** Published 10 times a year, with double issues in January/February and July/August, plus a Fiction Issue, by:

The Atlantic Monthly Group  
600 New Hampshire Avenue NW  
Washington, DC 20037  
phone: 202.266.6000

**Printing process:** Offset Full Run, 133 line screen

**Binding:** Perfect Bound

**Layouts:** 2 and 3 columns

**Color:** 4-Color Process; Matched: GAA/SWOP.

5th cylinder available upon approval; premium charge applies.

Otherwise spot colors will be converted to process.

Total combined density should not exceed 280%.

# WHAT STANDARD UNITS DOES THEATLANTIC.COM ACCEPT?

AD UNIT	AD POSITION	MAX. FILE SIZE	RICH MEDIA
728 x 90 LEADERBOARD	Sitewide	30k gif or jpeg/40k flash	Yes
300 x 250	Sitewide	30k/40k flash	Yes
336 x 280	Sitewide	30k/40k flash	Yes
300 x 600 HALF-PAGE	Sitewide	30k/40k flash	Yes
INTERSTITIAL (SIZE VARIES)	Sitewide	70k	Yes
120 x 32 TILE/LOGO	Article Tools	20k	Yes
468 x 60 BANNER	Preview Newsletter	12k	No
LEADERBOARD/BOX/LOGO	TransAtlantic Newsletter	30k	No

Also available: video/podcast placement, rich media custom units, synched ads and surrounds, and microsites. All online advertising is served through DART for Publishers.

For more information please contact:

Clarissa Rappoport-Hankins  
Phone: 202.266.7362  
E-mail: [chankins@theatlantic.com](mailto:chankins@theatlantic.com)