The *Atlantic* asks big questions that challenge established answers and get people talking. Whether we're exploring the future of political parties or the “new normal” of our post-recession economy, we ignite global conversation—through our magazine, digital presence, and events—on the most important issues of our time.
Special Print Issues

Each year, The Atlantic magazine's editors select a few important themes to explore in-depth. Each one features a special print issue or report, along with digital and event extensions. Below, you’ll find the five big moments for The Atlantic in 2016.

Money

Today, investors and business leaders face a unique set of challenges. Around the world, major economic, political and social forces are at work, leading to transformative changes that are hard to predict — but must be swiftly adapted to. In 2016, The Atlantic's editors will be taking on those global forces and exploring the major shifts that are having a transformative impact on markets, businesses, and societies around the world. Through a special May “Money Issue”, The Global Economy Project editorial series on TheAtlantic.com, new video projects, and at our Global Economy Forum, The Atlantic editors will examine everything from the Trans-Pacific Partnership to major currency fluctuations in Latin America, illuminating the state of our global economy for readers across all platforms.

Print: May Issue - Space close: 3.9.16 - On newsstands: 4.26.16
Live: March - Global Economy Forum - New York City

Question Answers

Rather than simply answer questions, The Atlantic questions answers. That’s our guiding principle. It drives every article we publish, every video we produce, and it’s why influential leaders—across business, politics, technology and culture—consume our content and engage with our ideas every day. And this spring, it’ll be The Atlantic’s biggest brand moment in nearly a decade. An inaugural “Question Answers” issue will hit newsstands in May, and a variety of digital and video features will bring the ethos to life for readers in unique, interactive and inspiring ways.

Print: June Issue - Space close: 4.6.16 - On newsstands: 5.24.16
Digital: Multi-week Editorial Series - Launch: 5.24.16
Live: May - Question Answers - New York City
Elections

_The Atlantic_ has a 158-year tradition of unparalleled political journalism, combining incredible access with an uncanny ability to surface the hidden narratives beneath the biggest political stories happening today. For the 2016 election, our editors are gearing up to bring a new kind of election coverage that spans digital, print and live activations to our deeply engaged and politically savvy audience. From a dynamic, interactive Election 2016 dashboard to three blockbuster cover stories from three of our most prominent voices—David Frum, Jeffrey Goldberg and Ta-Nehisi Coates—to an unmissable activation at the Democratic and Republican Conventions, _The Atlantic_ will uphold and expand its tradition of covering what matters in American politics.

**Print:** On-going Alignment Opportunities  
**Digital:** On-going Alignment Opportunities  
**Live:** July - Atlantic LIVE at the Conventions - Cleveland & Philadelphia

Health

When it comes to reporting on health care, industry influencers don’t just want talking heads. They want insights. They want to know the big ideas, the radical innovations driving the future of healthcare. That’s where _The Atlantic_ steps in. In 2016, the editors will delve into one of the most complex industries in the country with their trademark combination of analysis and wit. From rethinking the consumer relationship to Big Pharma in a special 2016 “Health Report” to bringing together the most influential and inventive minds in healthcare at Spotlight Health in Aspen—all while exploring the incredible technological innovations that are improving our lives through original video series—our 2016 coverage will offer our readers an in-depth and fascinating look at the healthcare landscape.

**Print:** July/August Issue - Space close: 5.11.16 - On newsstands: 6.28.16  
**Digital:** Multi-week Editorial Series - Launch: 6.28.16  
**Live:** June - Spotlight Health Aspen Ideas Festival - Aspen
Technology

For *The Atlantic*, technology isn’t just the latest gadget release. Nor is it merely an examination of the stuff technology is made of. Rather, it’s about the impact technology has on the world around us—how its breathtaking rate of acceleration is shaping the future minute-by-minute; how its consequences, both physical and psychological, influence nearly every aspect of modern life; how the tremendous power it yields represents remarkable opportunity and grave risk alike. Featuring both print and digital features, including video and a virtual reality experience, *The Atlantic's* technology moment looks beyond the latest product launch to uncover the subtler, more transformative shifts taking place in society today.

**Print**: November Issue - Space close: 8.31.16 - On newsstands: 10.18.16

**Digital**: Multi-week Editorial Series - Launch: 10.18.16
Ongoing Print Features

Throughout the year, The Atlantic magazine has a number of enduring features, loved by readers far and wide. From fun data visualizations to brief recaps of quirky trends around the world, our editors offer a diversity of ideas, topics, and opportunities. Below, you’ll find several features we plan to include throughout 2016.

Dispatches

What are the latest provocations from the worlds of business, tech, health, politics, and more? Dispatches offers short, front-of-the-book commentary, contrarianism, and creative thinking from a broad spectrum of contributors and viewpoints. Sections include:

CHARTIST: Data visualizations with humanity.
BIG IN: Local trends with global intrigue.
STUDIES OF STUDIES: What the latest science tells us about what we think we know.
WORKS IN PROGRESS: How everything, from buildings and bridges to classrooms and concert halls, is evolving.

Culture File

What’s the latest in books, art, entertainment, and more? In “Culture File”, The Atlantic’s writers and contributors offer reviews, criticism, and big ideas, in signature Atlantic style: with intelligence, insight, and a healthy dose of irreverence.

The Big Question

It’s one of our most enduring, and loved, features: each issue, we ask important people the questions our editors are most captivated by. What’s the greatest advertising campaign of all time? What was the worst business decision ever made? What party would you most like to have attended? Always fascinating, and often profound, The Big Question brings many voices onto a single page, situated right before the back cover of every magazine.
## 2016 Print Schedule

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

Outside of our annual programming, *The Atlantic*’s editors are constantly brainstorming, debating, and discovering new ideas, trends, and topics. When one becomes important enough to warrant further investigation and attention, they turn it into a special opportunity—and give you, our advertising partner, the opportunity to align with their pursuits. Each project is digitally-led, multi-faceted, and available for a limited period of time, on a first-come, first-served basis.

Women&

The challenges and opportunities facing women today are as complex as they are plentiful. *The Atlantic* is no stranger to that reality: ever since we published Anne-Marie Slaughter’s explosive 2012 cover story, “Why Women Still Can’t Have It All,” our editors have been at the center of the conversation. From blockbuster interviews with female leaders like PepsiCo’s Indra Nooyi to first-person essays on the nuances of gender, work, and family—including “Why I Put My Wife’s Career First,” from Slaughter’s husband, Andrew Moravcsik—*The Atlantic* has never shied away from the grey areas, the hard truths, the big, unanswered questions. And in Women&, we’ll tackle a range of subjects, from women in film to the wage gap to inequalities in Silicon Valley to anywhere and everywhere else that needs exploration.

Automated

Today, robotics—or the world of automated, artificially intelligent machines and algorithms that impact the world around us—are in everything, from planes, trains, and automobiles to homes, drones, and our smartphones. And they’re affecting everything, too: work, life, the very ways we see and think about the world. *The Atlantic* is well positioned to talk about such sweeping shifts—in 1945, we published what many credit as the first public call for an Internet, and certainly one of the most influential technology essays in modern history: “As We May Think,” by Vannevar Bush. Today, we continue to advance our rich tradition of forward-thinking tech journalism, from projects like an editor attempting to replace herself with an algorithm to think pieces exploring the relationship between humans, robots, and society. In Automated, our editors bring their trademark big-picture, convention-challenging perspectives to the question of what integrating people and machines will mean for humanity.
The Future of Work

It’s a question that matters to everyone: What is the future of work? It’s also a conversation that *The Atlantic* has been leading for years, with two influential cover stories in the past two years on the subject: “They’re Watching You At Work,” about big data and the rise of people analytics, and “The End of Work”, which examined the impacts of technology replacing human jobs. And in 2016, we’re doubling down on this essential conversation, launching a multi-platform franchise about the types of work we’ll all experience in the near-future economy.

Of Age

If you were a ten-year-old girl in 17th century France, you would likely have more in common with adults two or three times your age than with a ten-year-old in 2015. Economic, social and political factors all conspire to make the transition from childhood to adulthood different across generations, borders and decades. In *Of Age*, *The Atlantic*’s editors will explore the transition from childhood to adulthood in their signature inquisitive and provocative way. Throughout the articles, they’ll wrestle with questions of psychology and brain development, socio-cultural milestones, the “end of nurture,” and why some adults seem never to really grow up.

Advertising Around the World

Advertising is a language that speaks to its target not only in words and images, but in cultural truths. Take Coca Cola, for example, a brand that sells happiness worldwide. But what does happiness look like across the globe? In Japan, maybe it comes through with kinetic, explosive animation. In Brazil, maybe an impromptu Capoeira face-off on a festive street. In this special editorial project, *The Atlantic*’s editors will go to the heart of these differences, asking questions like: How do brands and agencies around the world translate universal truths into different languages? How do they work around cultural limitations: for example, featuring women in advertising in conservative Muslim countries? And how does the United States, arguably the nation most deeply defined by its consumerism, approach advertising differently than others? Taken together, this series will explore the intersection of culture, communication, and our collective humanity.
The Art of Fandom

What do the Super Bowl, Harry Potter and Sherlock have in common? These are just three examples of pop culture phenomena that have rabid fanbases so enamored of the characters and the worlds they inhabit that they’ve developed original artwork and new narratives—and, generally, built their lives around dedication. This kind of engagement is the stuff of creators’ (and marketers’) dreams. So what’s the secret? In an all-new editorial project, The Atlantic editors will explore fandom from all angles: what it means to be a fan, how that’s changing with new technology and communities, and how fandom is transforming the pop culture landscape.

Explain the Joke

What makes a great joke? Syntax, sure. Really strong delivery, yes. But it’s also context. And nowhere is that more true than when you look at comedy on an international, cross-generational, cross-cultural level. In the newest series from The Atlantic, our writers are going to talk with comedians from around the world, and ask them to explain the most popular jokes and memes from their specific cultures. It’s an incredibly smart series that looks at how comedy is far more nuanced than we think, and in 2016 it’s coming from The Atlantic.

Silicon Vallé

A team of engineers in downtown Helsinki are quietly impressing technologists around the world. You’ve probably never heard of them, or their thriving European start-up, called Beddit, but they’ve figured out a way to quantify your sleep - and they’re just one of many budding tech companies in Finland’s southern capital. Those kinds of inventive, cutting-edge hubs of innovation are popping up in cities worldwide, from Helsinki to Shanghai to Lima, Peru. And they have far-reaching implications on the global business and technology story. Which is why, in 2016, The Atlantic’s tech editors will visit these places, uncovering the creativity, innovation and technology taking shape in R+D labs all over the world.
“I like…”

Think about the technology you thoroughly enjoy experiencing. Maybe it’s an airplane when you’re in a window seat, or a wok, or the “Recommendations for You” section on Netflix. Whatever it is, the delights of modern technology are often overshadowed by the new gadgets and gizmos you see on the news and in commercials after your team scores a touchdown. The Atlantic’s tech editors want to change that. To do it, they’ll think hard about the technologies they like - and that we all take for granted - publishing a series of pieces in 2016 that will make you pause, smile, and reconsider, if for just a moment, the impending anguish of your next flight.

How Celebrities Sleep

We’re going to measure the sleep patterns of celebrities. There, we said it. Aptly named How Celebrities Sleep, the series will give an intimate look at how the famous find their rest - analyzing their Circadian Rhythms and revealing the ins and outs of their waking hours. As part of this program, we’ll also include an interactive graph that plots which of the famous subjects are awake, in REM or somewhere in-between at any given point in the night. Together, it’s a fun and insightful way to talk about the importance of sleep, and its impact on our lives.

Video Opportunities

The Atlantic Video team is always developing new, innovative forms of visual storytelling, from animated histories of hairstyles to futuristic explorations of fringe technologies. Below, you’ll find a selection of projects our video editors have dreamed up, each available for one brand to sponsor.

If Our Bodies Could Talk

The path towards building a healthier society doesn’t always have to be so serious. In fact, sometimes that path is a lot more exciting when injected with a little humor. Which is exactly how The Atlantic’s senior editor and resident doctor, James Hamblin, feels when it comes to his hilarious video series, “If Our Bodies Could Talk.” From “Workouts to Do at Work” to “Sad Desk Lunch,” Dr. Hamblin combines both improvisational comedy and exhaustive research to help readers navigate the ever-confusing terrain of how to live a healthier, longer, happier life.
**Economics in Plain English**

Senior editor Derek Thompson offers simple explanations to complex questions about financial planning and investing. He selects questions submitted by readers, from highbrow to lowbrow, trivial to weighty, practical to theoretical—and films short, quippy videos answering each question in a way that’s not only watchable and informative, but also just plain fun and entertaining.

**Saturday Night in America**

Not all Saturday nights are created equal. Nor are any two the same. In Saturday Night in America, we’ll traverse the country in search of the most interesting, ambitious, enlightening journeys people are taking on Saturday night. One may be going to a music festival. Another may be in search of the darkest night sky in America. Another still may be trying out an outrageous culinary experience. All will be fascinating and captivating.

**Creativity is a Hustle**

Creativity doesn’t just magically appear. It’s a hustle. But what does that hustle look like across fields—from music and art to journalism and science? That’s what we’ll explore in a series of compelling videos that go deep inside the creative process, featuring some of the most fascinating innovators and thinkers today.

**STEM Hackers**

It may be the most-discussed topic in education today: how can we facilitate a new generation of scientists, technologists, engineers, and mathematicians—to keep America competitive, innovative, ahead of the curve? The proposed solutions are as varied as they are numerous. How, then, to separate the figurative wheat from the chaff? In this series, we’ll search the country to uncover stories of the most inventive and inspiring STEM educators and researchers today.

For advertising information, please contact Bill Mulvihill, Associate Publisher, at bmulvihill@theatlantic.com.