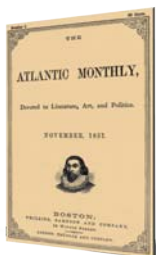


MISSION STATEMENT

the Atlantic

The 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.



ORIGINAL MISSION STATEMENT, 1857

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

THE EDITORS

the Atlantic



JAMES BENNET
EDITOR

2009 Editor of the Year
-ADVERTISING AGE

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. Bennet told a *Times* reporter that he saw the *Atlantic* job as “a chance to help, encourage, and preserve serious, long-form journalism.”



BOB COHN
EDITORIAL DIRECTOR, THEATLANTIC.COM

One of Washington, D.C.'s 50 Most Powerful People
-GQ

Prior to joining TheAtlantic.com in January 2009, Cohn was for eight years the executive editor of *Wired* magazine and prior to that served as executive editor at *The Industry Standard*, a newsweekly covering the Internet economy. Cohn has won many national awards for his writing and editing. During his tenure at *Wired*, the magazine was nominated for 11 National Magazine Awards and won six, including three citations for General Excellence. At *Newsweek*, where he shared in more than a dozen awards, he was honored with the American Bar Association's prestigious Silver Gavel Award for coverage of the Clarence Thomas Supreme Court confirmation process.

THE VOICES

the Atlantic



TA-NEHISI COATES

The James Joyce of the hip hop generation

-WALTER MOSLEY

Coates, frequent contributor to the magazine, also anchors TheAtlantic.com's Culture Channel blogging about politics, race, and music. He is a former staff writer at *The Village Voice* and *Time*.



CLIVE CROOK

World-respected journalist and commentator on politics and economics

-CHICAGO GRADUATE SCHOOL OF BUSINESS

Chief editorial advisor, former *Economist* deputy editor, and regular contributor to *The Financial Times*, Clive Crook examines business and policy trends influencing the economy.



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.



RICHARD FLORIDA

He's changed the framework for discussing social and economic inequality.

-NEW YORK TIMES, YEAR IN REVIEW

Richard Florida is a senior editor at *The Atlantic* and an award-winning urban-studies theorist. He is author of the international bestsellers *The Rise of the Creative Class*, *Who's Your City?*, and *The Great Reset* and founder of the Creative Class Group.



STEVE CLEMONS

a Washington maven

-CHRYSIA FREELAND, REUTERS

Senior fellow and founder of the American Strategy Program at the New America Foundation, Clemons is Washington editor-at-large for *The Atlantic* and editor in chief of Atlantic LIVE. He also publishes the popular political blog The Washington Note at The Atlantic.com.

THE VOICES

the Atlantic



CORBY KUMMER

A dean among food writers
-SAN FRANCISCO EXAMINER

A five-time James Beard Award winner and restaurant critic at *Boston* magazine, Kummer provides enriching and thoughtful commentary on food and wine and curates the Food Channel.



ALEXIS MADRIGAL

The Atlantic's excellent tech writer
-AD AGE

Founder of the website greentechhistory.com, Alexis Madrigal is a senior editor at *The Atlantic* and formerly a staff writer for *Wired*. He recently authored *Powering the Dream*, the first book to explore the forgotten history and visionary future of America's green-tech innovators.



MEGAN MCARDLE

One of the Top 25 Economics Blogs
-THE WALL STREET JOURNAL

McArdle is a former writer for *The Economist*, and is the business and economics editor for *The Atlantic*, anchoring the site's Business Channel.

THE VOICES

the Atlantic

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*.

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.

ALAN TAYLOR

Brings "Big Picture" Prowess to The Atlantic.

—NIEMAN JOURNALISM LAB

Alan Taylor, the internet's most respected and revered photo-blogger, curates *TheAtlantic.com*'s recently launched and heavily trafficked In Focus news blog. Recent galleries include: *Japan Earthquake: The Struggle to Recover*; *Holi: The Festival of Colors, 2011*; and *The 2011 Iditarod Sled Dog Race*.

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*.

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*.

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

SANDRA TSING LOH

She's all over the map and devastatingly on target.

—LOS ANGELES DAILY NEWS

A renowned author, actress, and regular commentator for National Public Radio, Tsing Loh regularly contributes articles on pop culture and society.

HANNA ROSIN

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

—SAN FRANCISCO CHRONICLE

A former *New Republic*, *GQ*, and *Washington Post* writer,

THE ATLANTIC MAGAZINE

the Atlantic

The Atlantic is the country's most iconic and influential magazine. Boasting an envied roster of the country's finest journalists and over 20 National Magazine Awards (and 85 nominations), The Atlantic is home to bold, powerful, and innovative ideas that engage and energize the country's most influential leaders. Regular columns including Business, Technology, Travel, Food & Drink, and Media complement The Atlantic's signature well of deeply reported long-form articles that address an incredibly diverse range of topic matter.

5 NATIONAL MAGAZINE AWARD NOMINATIONS IN 2011:

- MAGAZINE OF THE YEAR
- PUBLIC INTEREST
- FEATURE WRITING
- PROFILE WRITING
- FICTION

RATEBASE: 450,000
 2010 CIRCULATION: 462,478
 SUB | NEWSSTAND: 91% | 9%

#2 ON AD AGE'S MAGAZINE "A-LIST" 2010

#3 ON ADWEEK MEDIA'S "10 UNDER 60 HOTLIST" 2010

EDITOR-IN-CHIEF JAMES BENNET SELECTED AS EDITOR OF THE YEAR -AD AGE

"A GEM OF A PUBLICATION" -THE HUFFINGTON POST

"PLENTY VIGOROUS" -THE WASHINGTON POST

"A TERRIFIC MAGAZINE" -THE WALL STREET JOURNAL

"CAPTURING THE NATIONAL PULSE..." -NEW YORK POST

"AN ULTRAMODERN, MULTIPLATFORM JUGGERNAUT" -AD AGE



THEATLANTIC.COM

the *Atlantic*

TheAtlantic.com is dedicated to providing uniquely insightful analysis at rapid-fire pace to an audience of the country's most important and influential readers. In just under three years, TheAtlantic.com has become the internet's most influential premium content site—expertly balancing the unmatched commitment to substance of its parent brand *The Atlantic* with a voracious appetite for innovation.

2011 ASME NOMINATION FOR GENERAL EXCELLENCE, DIGITAL

MIN'S 2011 "BEST OF THE WEB" AWARDS:

"OVERALL EDITORIAL EXCELLENCE" WINNER

"BEST ADVERTISER PROGRAM/PARTNERSHIP" HONOREE

2011 WEBBY AWARDS:

"BEST BLOG - POLITICAL" NOMINEE

UNIQUE USERS: 3.3MM

PAGE VIEWS: 12.7MM

SOURCE: COMSCORE, AUGUST 2011

"AN INDISPENSABLE ONLINE READ." -GQ

"ONE OF THE LIVELIER PLACES ON THE WEB" -NYTIMES

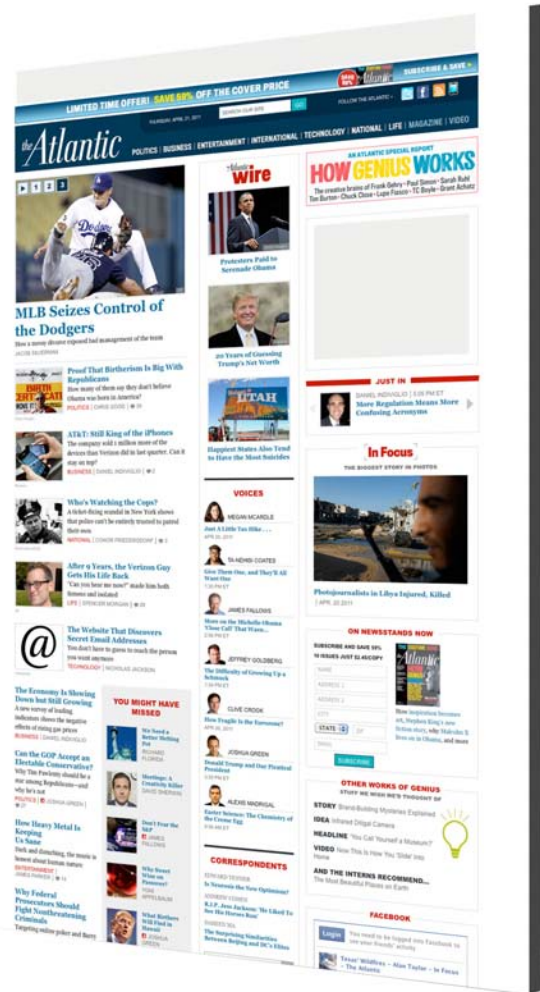
"AT THE CUTTING EDGE OF WHAT'S HAPPENING ONLINE" -DAILY BEAST

"CAPTURING THE NATIONAL PULSE..." -NEW YORK POST

AS VIGOROUS AND RELEVANT AS A SILICON VALLEY START-UP" -LIFE.COM

EDITOR-IN-CHIEF **JAMES BENNET** SELECTED AS **EDITOR OF THE YEAR** -AD AGE

DIGITAL EDITOR **BOB COHN** SELECTED ONE OF THE 50 MOST POWERFUL PEOPLE IN D.C. -GQ



THE ATLANTIC WIRE



Driven by a keen appetite for innovation, *The Atlantic* is bucking all trends—launching new events, new franchises, and new content channels for its ever-attentive and rapidly-expanding following of Influentials. At the center of this tremendous brand momentum is *The Atlantic Wire*—an all-new, breakthrough addition to *The Atlantic*'s digital portfolio. This first-ever opinion aggregator has rapidly become a must-visit for influential opinion leaders nationwide.

"SMARTEST AGGREGATOR" IN AD AGE'S 2010 MEDIA VANGUARD AWARDS

2010 NOMINATION FOR "BEST NEW SITE" IN MIN'S BEST OF THE WEB AWARDS

UNIQUE USERS: 1.4MM
PAGE VIEWS: 3.6MM

SOURCE: COMSCORE, AUGUST 2011



"I PROBABLY CHECK [THE ATLANTIC WIRE] TWO/THREE TIMES A DAY." –DAVID BROOKS, NEW YORK TIMES

"A THROBING REAL-TIME OP-ED PAGE" –DAVID CARR, NEW YORK TIMES

"WHILE LISTS ALWAYS ATTRACT ATTENTION, [THE ATLANTIC WIRE'S] FULL SITE OFFERS A LOT MORE." –POLITICO

"SO WELL DONE THAT, ONCE YOU MAKE A HABIT OF USING IT, IT BEGINS TO FEEL LIKE AN ESSENTIAL PART OF YOUR LIFE"

–AD AGE

ATLANTIC LIVE

the Atlantic

AtlanticLIVE events integrate the power of *The Atlantic* brand with outstanding thinkers and engaged audiences to bring the magazine and website to life around fascinating topics and unique conversations. Whether in the form of week-long festivals, multi-sponsor forums, or single-sponsor roundtable dinners, AtlanticLIVE events are characterized by meaningful content and first-class execution by a dedicated team of professionals.

SIGNATURE EDITORIAL EVENTS

Aligning closely with *The Atlantic's* editorial content, these events are built around the same issues and themes explored in the magazine—and timed accordingly

- ASPEN IDEAS FESTIVAL (JUNE/JULY)
One of Forbes' "Elite Eight Conferences"
- STATE OF THE UNION (JANUARY/FEBRUARY)
- THE ATLANTIC MEETS THE PACIFIC (OCTOBER)
- WASHINGTON IDEAS FORUM (OCTOBER)
- BRAVE THINKERS LIVE (NOVEMBER)

INTELLIGENCE SERIES EVENTS

Half – or full-day forums dedicated to the key issues on the national policy agenda

- THE FOOD SUMMIT
- THE FUTURE OF ENERGY
- THE HEALTH CARE FORUM
- THE FUTURE OF THE CITY
- EDUCATION FORUM
- CYBERSECURITY FORUM
- GREEN INTELLIGENCE FORUM
- THE NEW WORK ERA

SIGNATURE CUSTOM EVENTS

Conversation-focused gatherings that employ *Atlantic* editorial talent to explore key questions of the day—international, national, local, or personal

- ROUNDTABLE DINNERS
- ATLANTIC DEBATES & PANEL DISCUSSIONS
- IN CONVERSATION WITH...

ENTERTAINMENT EVENTS

Social gatherings with a distinct Atlantic touch—a diverse mix of attendees, authoritative editorial sidebars, an equal mix of celebration and substance

- WHITE HOUSE CORRESPONDENTS WEEKEND (MAY)
- MEAL OF A LIFETIME EVENTS WITH CORBY KUMMER



MAGAZINE READER PROFILE *the Atlantic*

Affluent and accomplished, *The Atlantic* readers represent a vital audience of the country's most influential thought leaders.

	% COMP	INDEX
GENDER		
MALE	59	122
FEMALE	41	79
AGE		
MEDIAN AGE: 50		
AFFLUENCE		
HHI \$200,000+	14	311
HHI \$100,000+	46	185
MEDIAN HHI: \$94,233		
MEDIAN IEI: \$48,542		
EDUCATION		
POSTGRADUATE DEGREE	41	466
GRADUATED COLLEGE+	77	287
INFLUENCE		
INFLUENTIALS	35	390
PROFESSIONAL/MANAGERIAL	47	204
TOP MANAGEMENT	13	303

ONLINE READER PROFILE



Affluent and accomplished, *TheAtlantic.com* readers represent a vital audience of the country's most influential thought leaders.

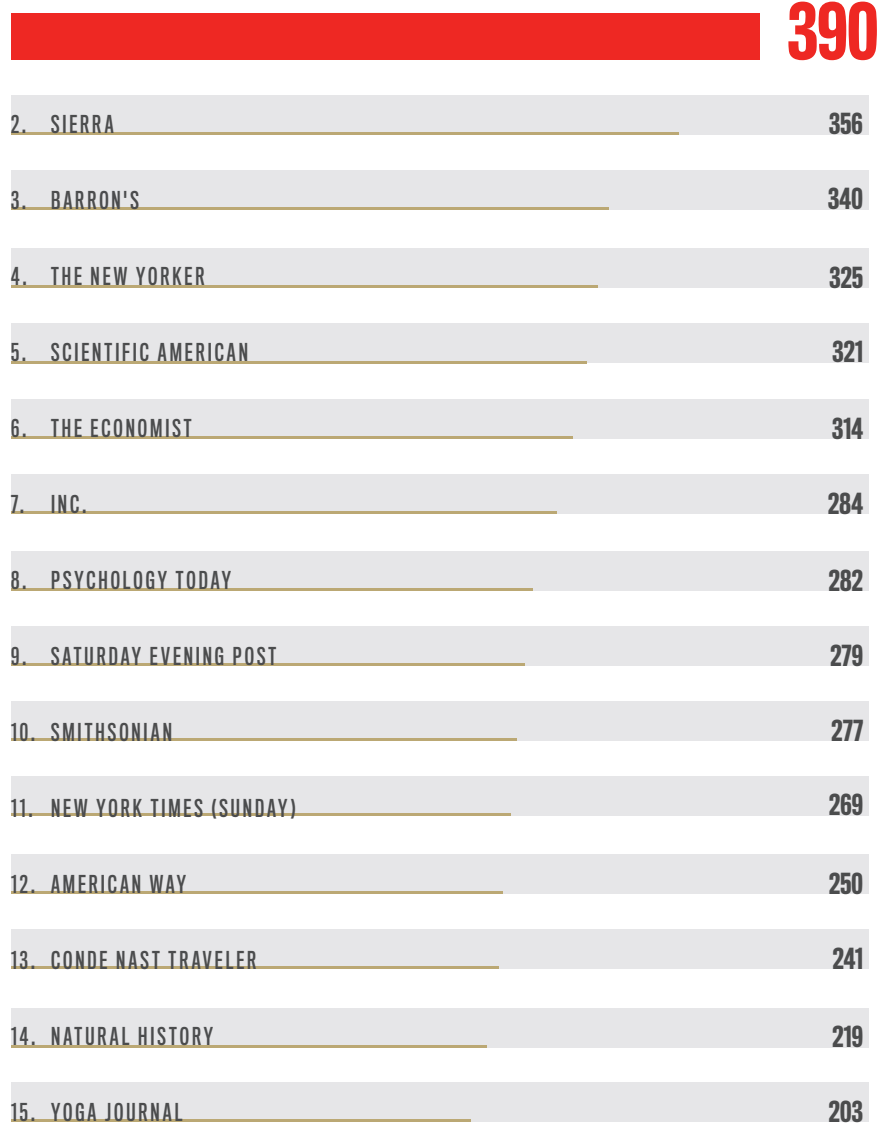
	% COMP
GENDER	
MALE	66
FEMALE	34
AGE	
MEDIAN AGE: 34	
AFFLUENCE	
HHI \$100,000+	32
EDUCATION	
POSTGRADUATE DEGREE	44
GRADUATED COLLEGE+	87
INFLUENCE	
INFLUENTIALS	45
PROFESSIONAL/MANAGERIAL	57
TOP MANAGEMENT	22

DELIVERING INFLUENTIALS

the Atlantic

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

1. THE ATLANTIC



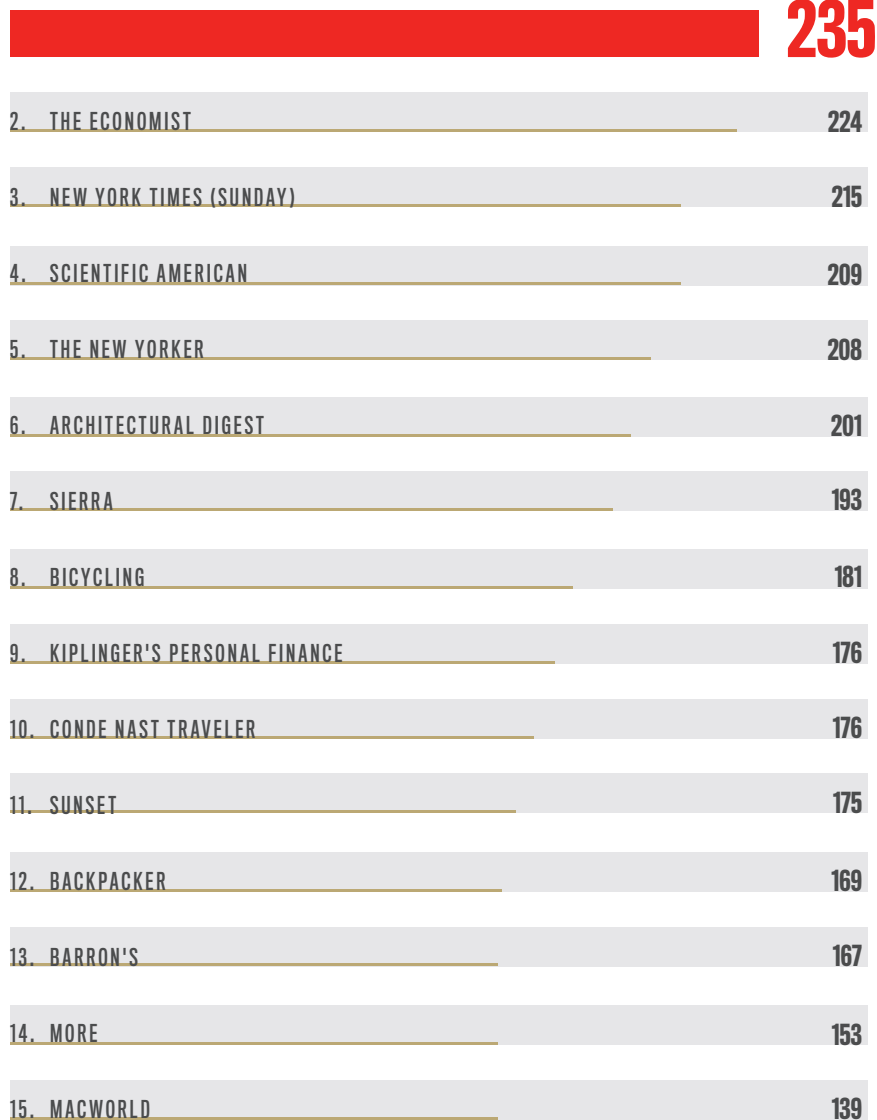
Source: MRI Doublebase 2010
Base: Total Adults
Based on MRI's "Influentials" Index

DELIVERING BUYERS OF THE BEST

the Atlantic

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

1. THE ATLANTIC



Source: MRI Doublebase 2010

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.

HIGHLY ENGAGED

the Atlantic

The Atlantic engages an audience of more than 3 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.

IN PRINT

#3

for Involvement Index against all measured magazines (INDEX #122)

#2

for reading time against all measured magazines (66 MINUTES)



ONLINE

65%

 of users email articles/posts to friends/colleagues

44%

 of users share articles/posts on Facebook and/or Twitter

LIVE

“AtlanticLIVE 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



2011 GENERAL RATES



RATE BASE 450,000

GENERAL RATES (GROSS)*

Size	1x	3x	6x	8x	10x	12x	16x	20x	24x	30x
4/c 1 P	\$64,204	\$62,278	\$60,994	\$59,068	\$57,142	\$55,857	\$54,574	\$53,932	\$53,290	\$52,005
2/3 P	\$51,367	\$49,826	\$48,799	\$47,258	\$45,716	\$44,689	\$43,662	\$43,148	\$42,635	\$41,608
1/2 P	\$41,716	\$40,465	\$39,630	\$38,379	\$37,128	\$36,293	\$35,459	\$35,042	\$34,624	\$33,790
1/3 P	\$28,879	\$28,013	\$27,435	\$26,569	\$25,702	\$25,125	\$24,547	\$24,258	\$23,969	\$23,392
1/6 P	\$14,449	\$14,015	\$13,726	\$13,293	\$12,859	\$12,570	\$12,281	\$12,137	\$11,992	\$11,704
1/12	\$8,701	\$8,440	\$8,265	\$8,005	\$7,744	\$7,570	\$7,396	\$7,308	\$7,221	\$7,047
1 inch	\$5,135	\$4,981	\$4,879	\$4,724	\$4,570	\$4,467	\$4,365	\$4,313	\$4,262	\$4,160
2/c 1 P	\$53,257	\$51,659	\$50,594	\$48,996	\$47,398	\$46,333	\$45,268	\$44,736	\$44,203	\$43,138
2/3 P	\$42,624	\$41,345	\$40,493	\$39,214	\$37,935	\$37,082	\$36,230	\$35,804	\$35,378	\$34,525
1/2 P	\$34,640	\$33,601	\$32,908	\$31,869	\$30,830	\$30,137	\$29,444	\$29,098	\$28,751	\$28,058
1/3 P	\$23,989	\$23,269	\$22,789	\$22,070	\$21,350	\$20,870	\$20,390	\$20,150	\$19,911	\$19,431
1/6 P	\$12,002	\$11,641	\$11,402	\$11,042	\$10,682	\$10,442	\$10,201	\$10,081	\$9,962	\$9,722
1/12	\$7,132	\$6,918	\$6,775	\$6,561	\$6,347	\$6,205	\$6,062	\$5,991	\$5,919	\$5,777
1 INCH	\$3,994	\$3,874	\$3,794	\$3,675	\$3,554	\$3,475	\$3,395	\$3,355	\$3,315	\$3,235
b/w 1 P	\$43,031	\$41,740	\$40,880	\$39,589	\$38,298	\$37,437	\$36,577	\$36,146	\$35,716	\$34,856
2/3 P	\$34,418	\$33,385	\$32,697	\$31,664	\$30,631	\$29,943	\$29,255	\$28,911	\$28,567	\$27,879
1/2 P	\$27,971	\$27,132	\$26,573	\$25,734	\$24,894	\$24,335	\$23,776	\$23,496	\$23,216	\$22,657
1/3 P	\$19,376	\$18,795	\$18,407	\$17,826	\$17,245	\$16,857	\$16,470	\$16,276	\$16,083	\$15,695
1/6 P	\$9,694	\$9,403	\$9,209	\$8,918	\$8,628	\$8,434	\$8,240	\$8,143	\$8,046	\$7,852
1/12 P	\$5,705	\$5,535	\$5,420	\$5,249	\$5,078	\$4,963	\$4,850	\$4,793	\$4,735	\$4,622
1 INCH	\$3,423	\$3,321	\$3,252	\$3,150	\$3,046	\$2,978	\$2,909	\$2,875	\$2,841	\$2,773
COVERS 2ND	\$77,042	\$74,731	\$73,190	\$70,879	\$68,567	\$67,027	\$65,485	\$64,715	\$63,944	\$62,404
3RD	\$70,780	\$68,657	\$67,241	\$65,118	\$62,994	\$61,579	\$60,163	\$59,455	\$58,747	\$57,332
4TH	\$80,265	\$77,857	\$76,252	\$73,843	\$71,435	\$69,830	\$68,225	\$67,422	\$66,620	\$65,015

*These rates and all advertising transactions are subject to The Atlantic's contract regulations.