



NEXT:
summit
2017

Reimagining a 19th-Century Magazine for a 21st-Century World

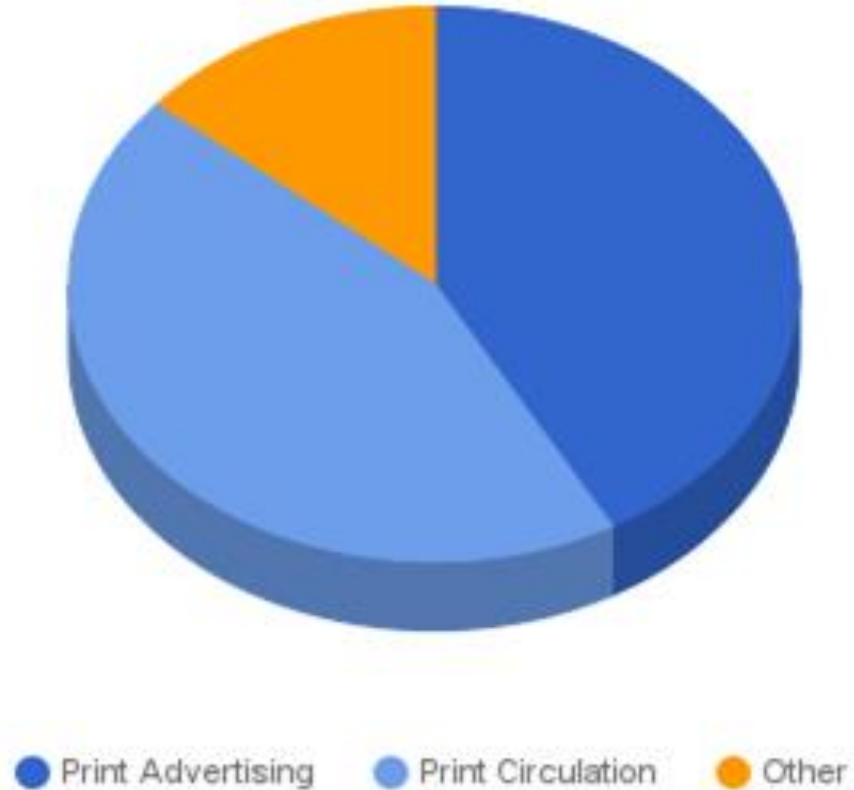


Bob Cohn



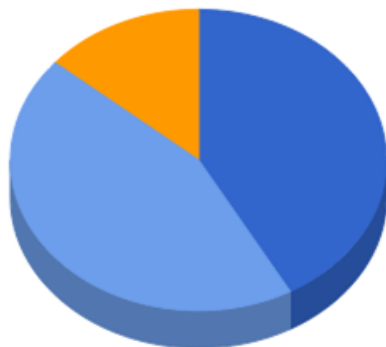
Henry James Walt Whitman Ralph Waldo Emerson John Muir
Mark Twain Booker T. Washington Edith Wharton
Nathaniel Hawthorne Robert Frost Henry David Thoreau
Harriet Beecher Stowe Helen Keller Thomas Wolfe H.L. Mencken
John Maynard Keynes Ernest Hemingway William Faulkner
Gertrude Stein Rachel Carson Vladimir Nabokov E.B. White
John Steinbeck Truman Capote Annie Dillard Joseph Heller
Flannery O'Connor Saul Bellow Philip Roth John Updike
Joyce Carol Oates Reinhold Niebuhr George Kennan
Teddy Roosevelt Woodrow Wilson Martin Luther King, Jr.
Garrison Keillor V.S. Naipaul Salman Rushdie Tracy Kidder
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James Fallows Emily Dickinson Louisa May Alcott W.B. Yeats
Mark Bowden Albert Einstein Evelyn Waugh Virginia Woolf
Lillian Hellman Gore Vidal Christopher Hitchens Amy Tan
Margaret Atwood E. Annie Proulx David Foster Wallace

Sources of Revenue, 2006

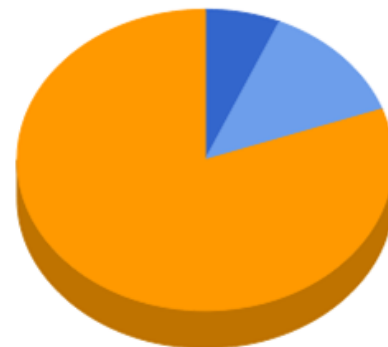


Sources of Revenue, 2006 vs. 2017

2006

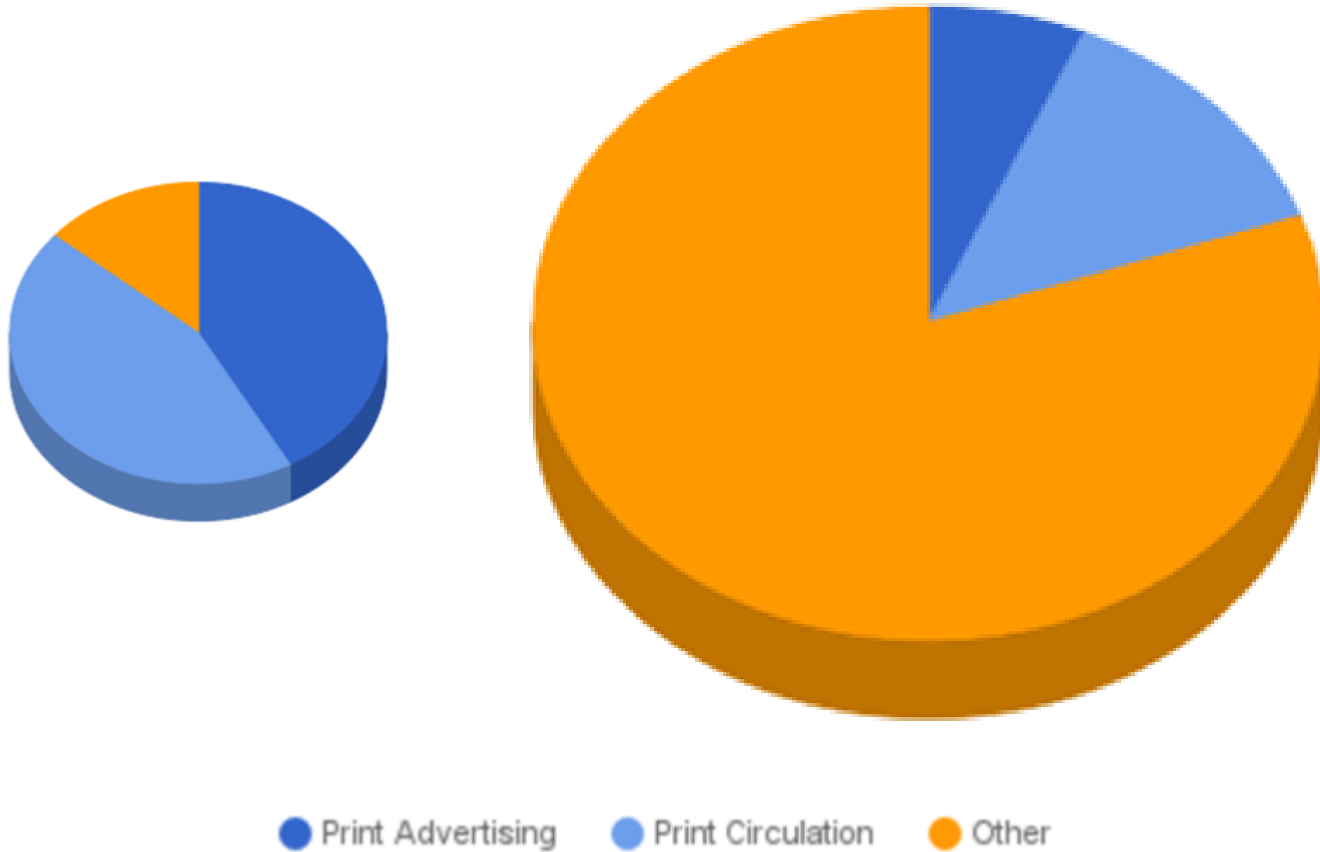


2017

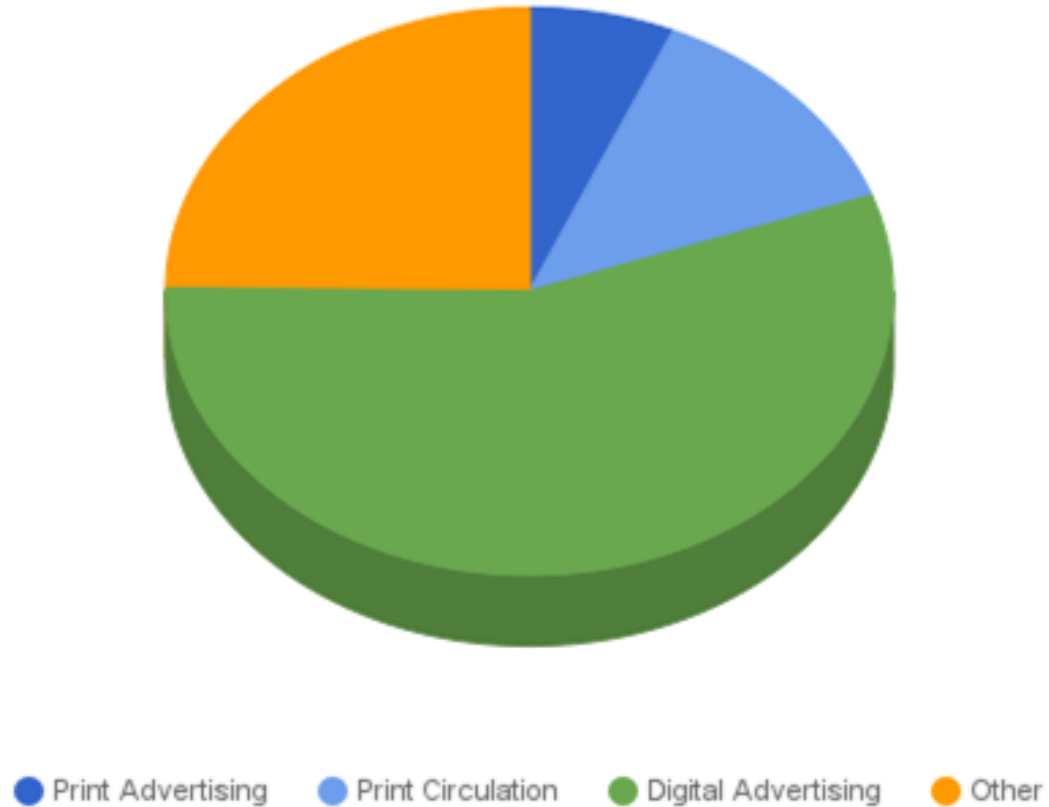


● Print Advertising ● Print Circulation ● Other

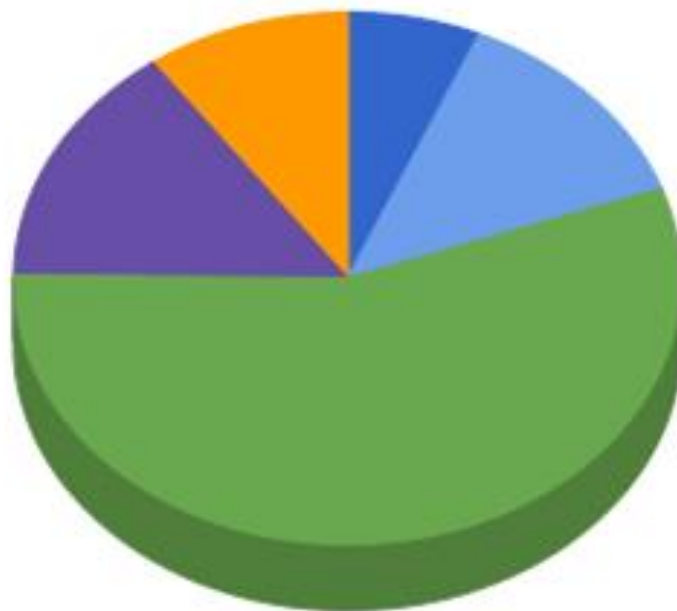
Sources of Revenue, 2006 vs. 2017



Sources of Revenue, 2017



Sources of Revenue, 2017



● Print Advertising

● Print Circulation

● Digital Advertising

● Events

● Other

Sources of Revenue, 2017



● Print Advertising

● Print Circulation

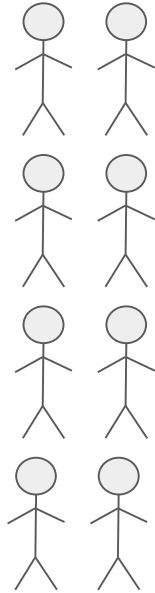
● Digital Advertising

● Events

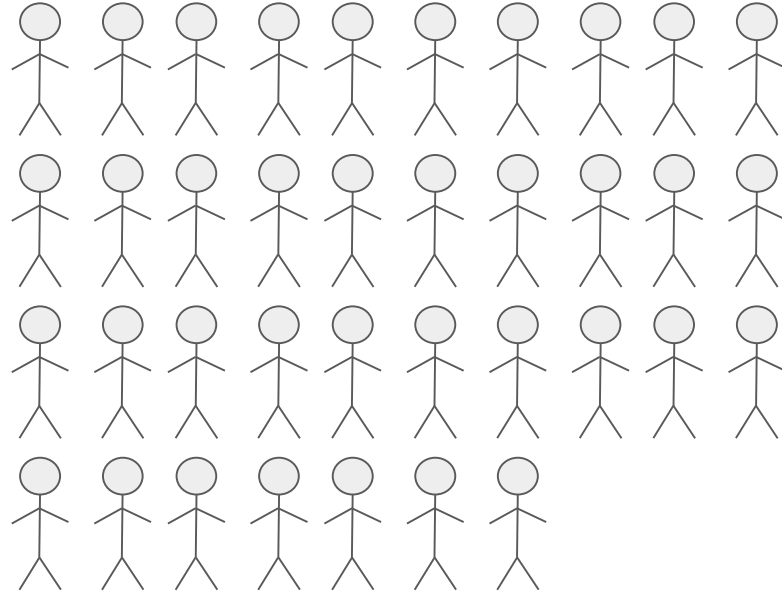
● Consulting

Staff Growth, 2006 vs. 2017

2006



2017



DIGITAL

A ROOM FOR YOUR VIEWS

We invite you to drop by our "room" on America Online, where you'll find an interactive and intellectually stimulating supplement to our magazine. Recently redesigned, with all-new graphics and added content, The Atlantic Monthly Online offers thoughtful message-board discussions, live conferences with authors and editors, and other online-only features, such as "Flashbacks & Followups" and "Word Games & Contests," now appearing under their own icons.

This month we're highlighting two online features:



HEADLINE BOX

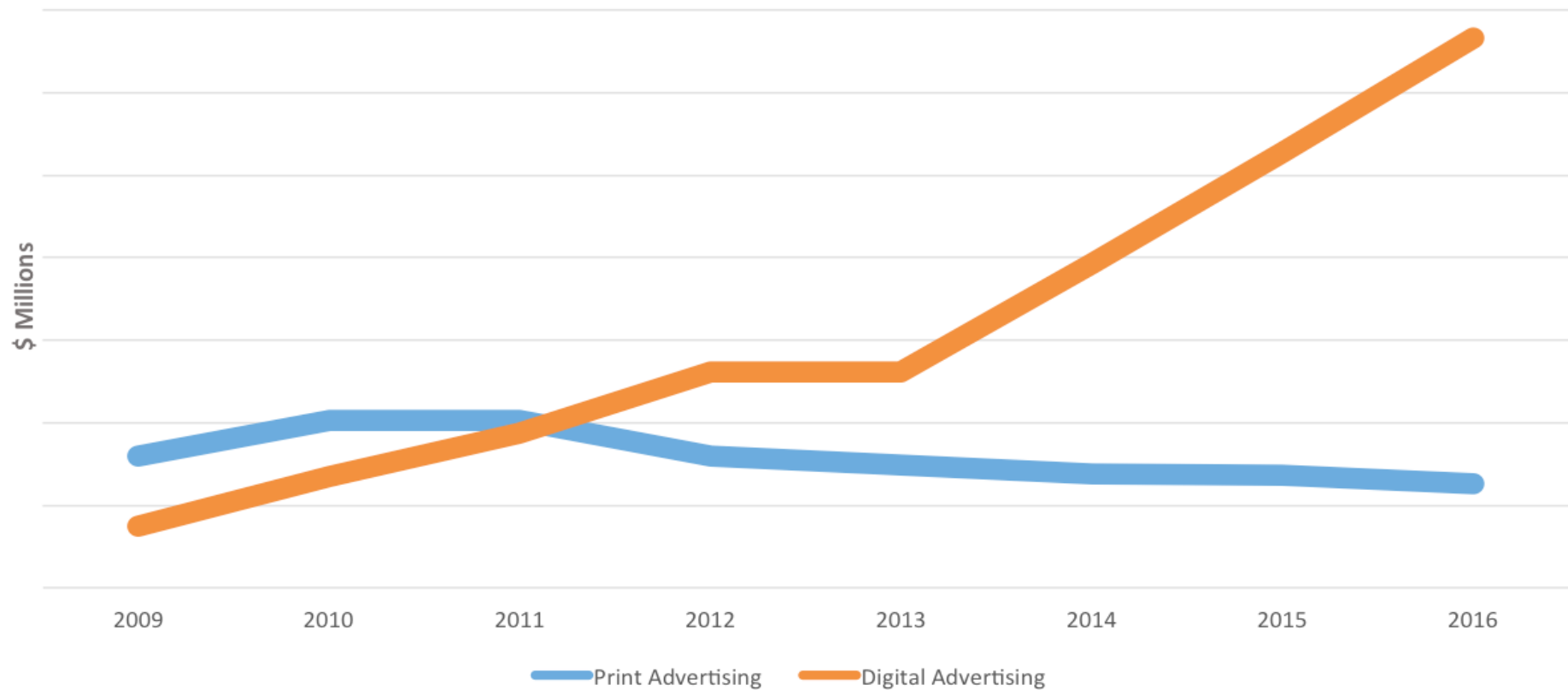
The centerpiece of our room, the headline box contains The Atlantic's current issue. Articles come with added features, such as comments from our managing editor, interviews with contributors, primary source material, photos and artwork, and links to our message board, where you can post your opinions on the topic at hand.

EDITORS UNBOUND

Here you'll find that our editors' work extends beyond 745 Boylston Street. This feature offers a window on their activities outside the magazine, with radio commentaries and book reviews by James Fallows, speeches and book excerpts by Cullen Murphy, articles and recipes from Corby Kummer, and more on the way.

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Atlantic Revenue, by Type



Jaguar



Nest



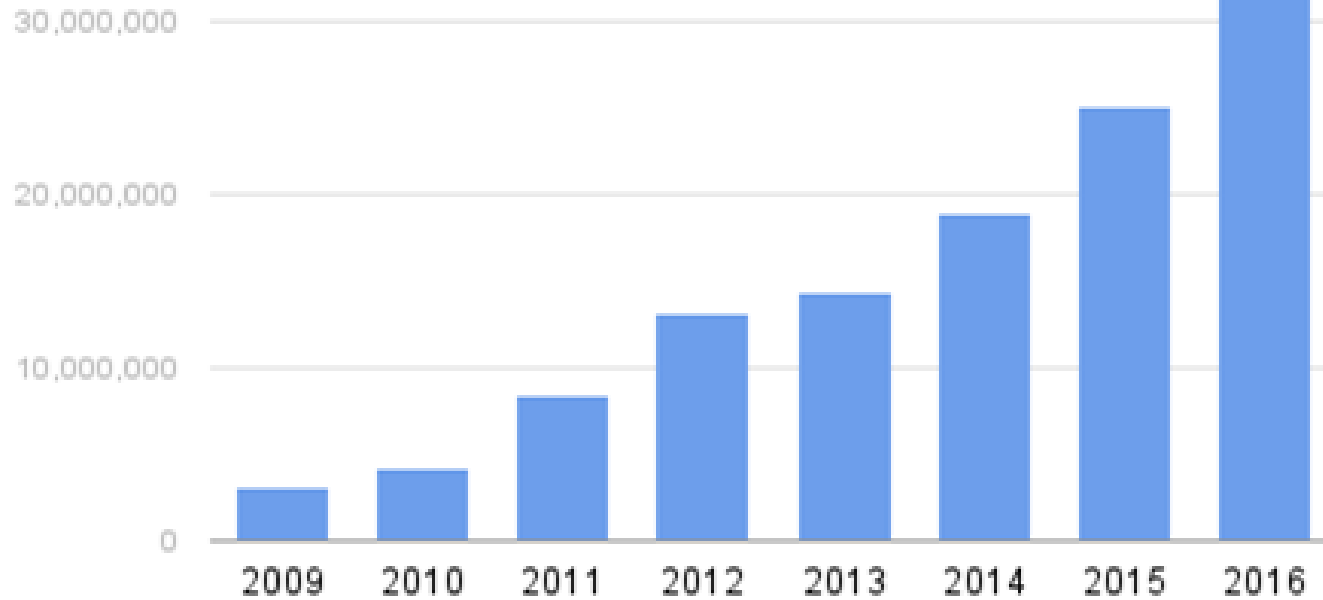
Microsoft



Siemens



Monthly Unique Visitors, 2009-2016





How Do Mayors Think About Inequality?

Richard Florida ❤️ 3



The World-Class Art of New York's Second Avenue Subway

John Metcalfe ❤️ 3



How Buffalo Ditched Minimum Parking Rules

Linda Poon ❤️ 6



Why School Districts Are Operating as Landlords

Ann Schimke ❤️ 4



Would Trump's Infrastructure Plan Fix America's Cities?

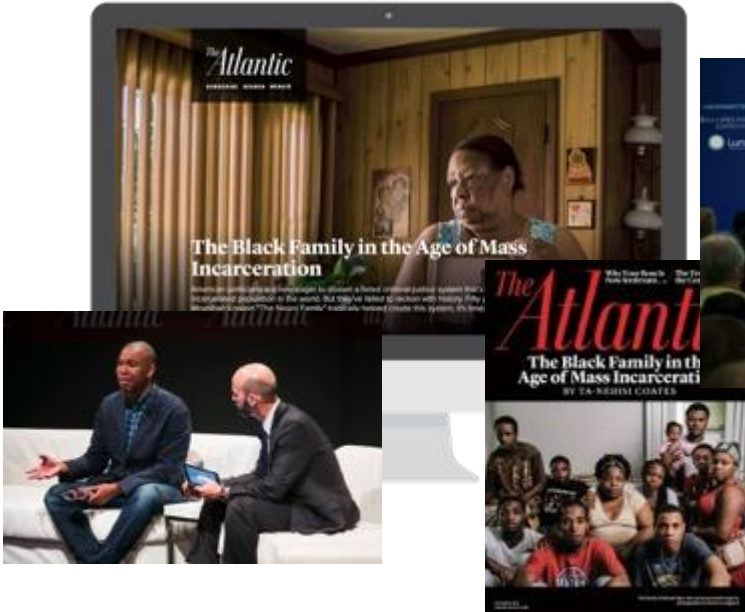
Mason B. Williams ❤️ 3



EVENTS







Criminal Justice



Higher Education



Political Conventions

VIDEO



Ask Jim: Is it Better to Work Only Night Shifts, or Bounce Back and Forth?



Why is Dating so Much Work?



John Legend and Ta-Nehisi Coates on the Art of Writing



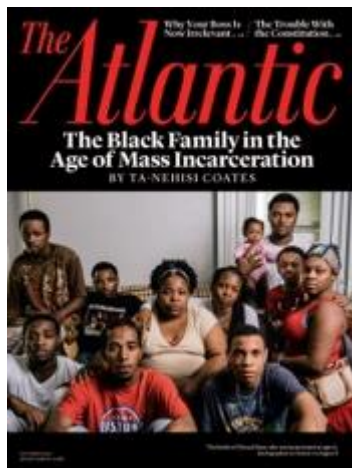
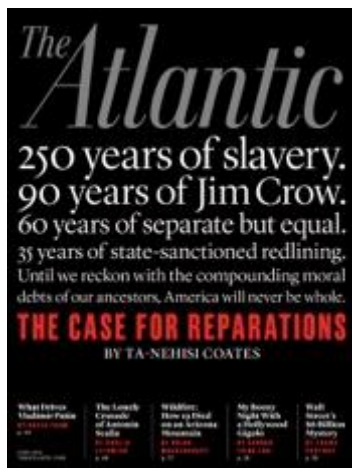
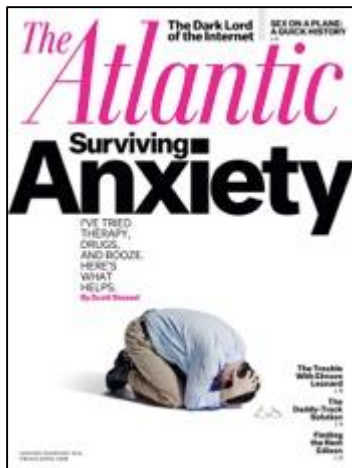
The Armed Campus

ECOME
WHO

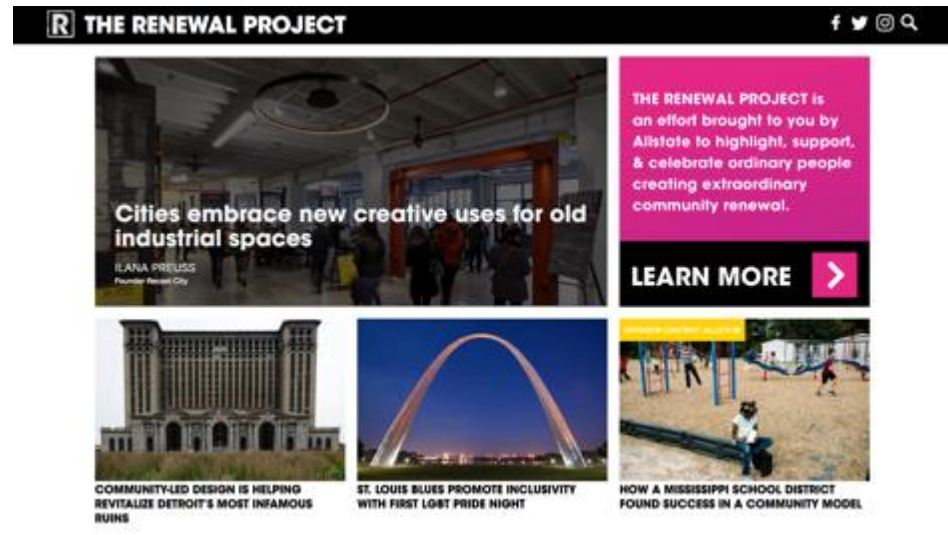
Rebranding White Nationalism: Inside the Alt-Right

PRINT



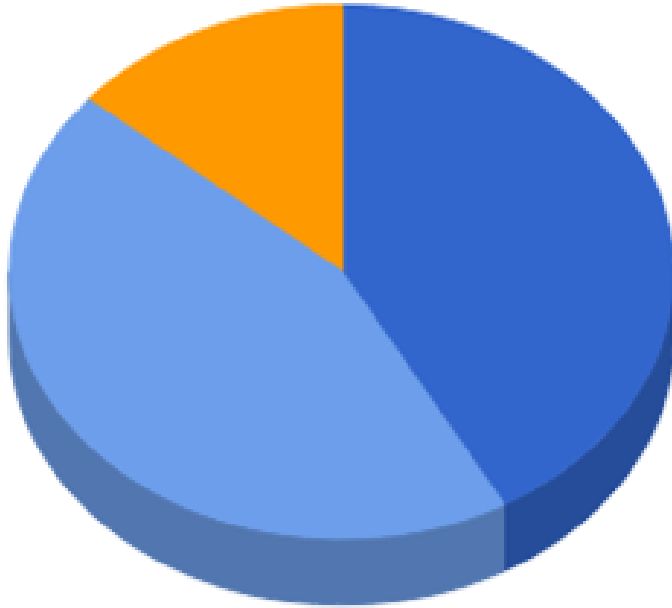


CONSULTING

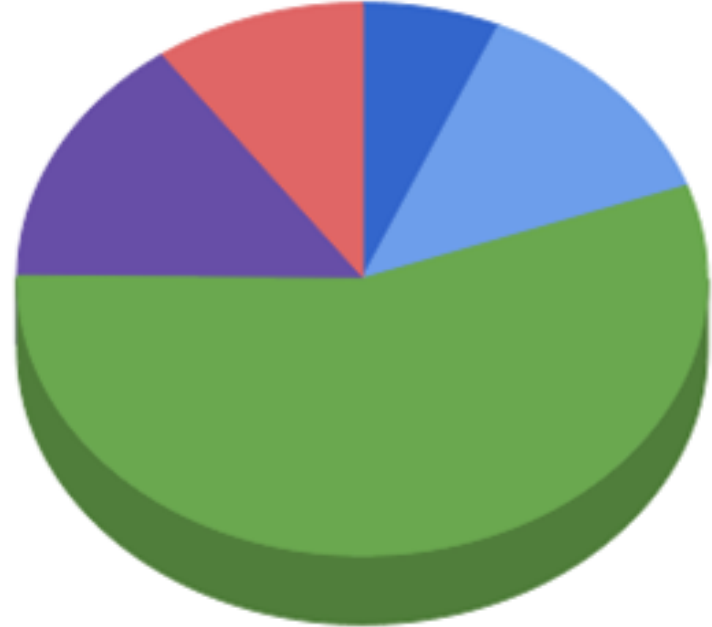


Sources of Revenue, 2006 vs. 2017

2006



2017



● Print Advertising ● Print Circulation ● Digital Advertising ● Events ● Consulting

What's worked:

- Know Who You Are
- Don't Be Constrained by Old Thinking
- Focus on the Journalism
- Break Down Silos
- Ideas Matter Most
- Act Like a Start-up
- Look for Open Space
- Be "Audience-First"
- Recruit and Retain Best Talent

What's hard:

- Scale vs. Brand
- The Lure of the New
- Network vs. Super-site
- Competition

What's worked:

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- Look for Open Space
- Be "Audience-First"
- Recruit and Retain Best Talent
- "Culture Eats Strategy for Lunch"



THANK YOU.

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