

The American Prospect was founded in 1990 as an authoritative magazine of liberal ideas, committed to a just society, an enriched democracy, and effective liberal politics. It was launched by Robert Kuttner, Robert Reich, and Paul Starr, initially as a quarterly. Since then, the Prospect has grown into a respected monthly magazine with a paid circulation of 55,000 and a daily web magazine ([www.prospect.org](http://www.prospect.org)) with 225,000 visitors each month. Our readers include: elected officials and their staffs, academics, leaders of advocacy groups,

# THE AMERICAN PROSPECT

THE NATION'S MOST INFLUENTIAL LIBERAL PUBLICATION\*

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## THE AMERICAN PROSPECT: HISTORY AND MISSION

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Since then, the *Prospect* has grown into a respected monthly magazine with a paid circulation of 55,000 and a daily Web magazine ([www.prospect.org](http://www.prospect.org)) with 225,000 visitors each month. Our readers include: elected officials and their staffs, academics, leaders of advocacy groups, the press, trade unionists, and ordinary citizens who want practical politics for a progressive America.

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We also train young journalists through our unique Writing Fellows program, which gives two to four aspiring writers on public affairs a one-year stipend to learn and showcase their craft, working at the *Prospect*. Some twenty-five alumni have now gone on to prominent jobs in journalism (or received foundation fellowships or academic scholarships).

*"I prize The American Prospect for its values, its integrity, its writing, and the qua*

In addition to its Web magazine, the *Prospect* sponsors MovingIdeas.org, an Internet collaborative of more than 125 advocacy groups and research institutions, formerly known as the Electronic Policy Network. By going to the Moving Ideas Web site, a user can find the best available research and advocacy material on an entire range of public issues, organized for easy searching and sorting.

The *Prospect* also convenes meetings of likeminded organizations in Washington. We co-host a biweekly strategy meeting of major progressive organizations—to exchange ideas, and develop a common message and a political and media strategy. And we hold special events on key issues that we've addressed in print.

We founded the *Prospect* out of a conviction that the conservative undertow in American political life is profoundly influenced by the dominance of conservative media and think tanks. Our conservative counterparts such as The Heritage Foundation and *The Weekly Standard* have played a critical role in pulling the entire national debate to the right. We intend to take it back.



Op-eds published by *The American Prospect* editors in *The Washington Post*, *The Boston Globe*, and *The New York Times* in one month:\*

9

Number of published quotes from Robert Kuttner about deregulation in the power industry immediately after the New York blackout:\*

15

Accusations by Rush Limbaugh that Robert Kuttner has been licking psychedelic frogs:

1

(Regarding Kuttner's prediction that if Wesley Clark declared a bid for the presidency, it would change the entire race.)

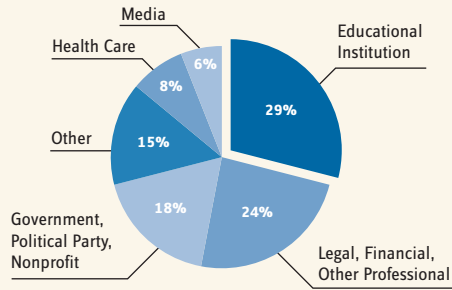
Number of times in one month that *The American Prospect* was mentioned in major political weblogs:\*

25

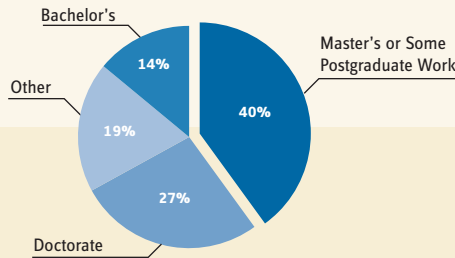
## WHO READS US

Our readers lead the political and cultural dialogue of the progressive community—both inside the Beltway and across the country.

### Influential Readers



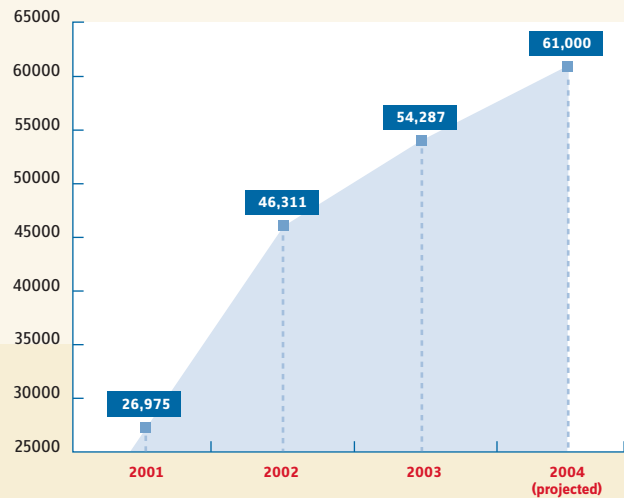
### Highest Level of Education



## BONUS DISTRIBUTION

*The American Prospect* trucks every issue on its printing day to the offices of all members of Congress, its committees, and Washington media. Thousands of additional copies are sent to the Delta and US Airways Shuttles between Boston, New York, and Washington, DC.

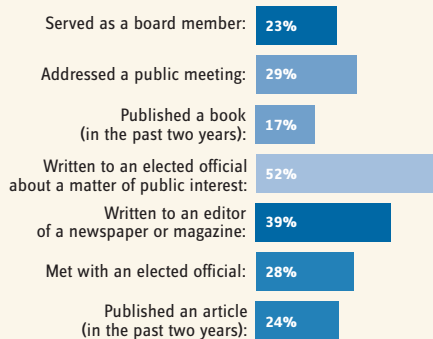
## DYNAMIC SUBSCRIPTION GROWTH



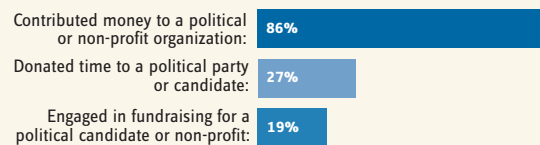
*...ity of the intellectual work behind the writing.” — U.S. Senator Paul Wellstone*

### Influential Professionals

READERS WHO IN THE LAST YEAR HAVE:

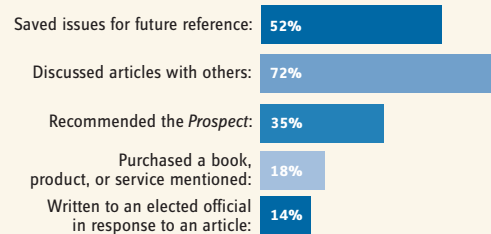


### Committed Readers



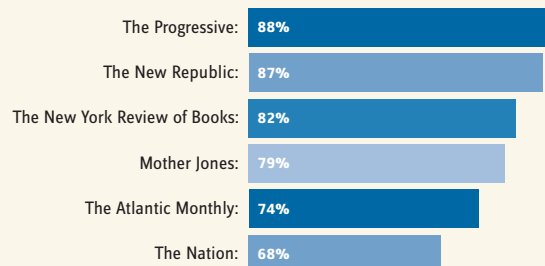
### Engaged Readers

AVERAGE NUMBER OF YEARS SUBSCRIBED: 2.7  
READ OF LAST 4 ISSUES: 3.6



### Unique Readers

SUBSCRIBERS WHO DON'T READ



## BIOGRAPHIES

The *Prospect's* editors, staffers, and contributing writers include the nation's most creative liberal thinkers and activists.

**ROBERT KUTTNER**, founder, co-editor, and president of *The American Prospect*, has spent his entire career writing about the interplay between the marketplace and a democratic society. He has been a teacher and author, as well as an editor and syndicated columnist. "A Bob Kuttner column-a-day keeps the conservatives at bay," Ted Kennedy said when he hosted a party for the magazine. Bob is also the author of six books, most notably *Everything for Sale: The Virtues and Limits of Markets*, which challenged the claim that markets invariably work more efficiently than governments. He is a co-founder of the Economic Policy Institute and a winner of the United Nations' Paul Hoffman award for his lifetime of work on markets and social justice.

*Prospect* chairman and co-founder **ROBERT B. REICH** is currently a university professor at Brandeis. One of America's most effective liberal spokesmen, Bob was Secretary of Labor in the Clinton administration fighting for such policies as better minimum wage and family-leave laws, pension protection, and labor rights. Bob Reich has also taught at Harvard's JFK School of Government. In 2002, he ran for governor of Massachusetts. Bob is the author of eight books, including *The Work of Nations*, which has been translated into 22 languages. He was a Rhodes Scholar at Oxford.

**PAUL STARR**, founder and co-editor, is author of the Pulitzer Prize-winning book *The Social Transformation of American Medicine*. *The Chicago Tribune* called him "health care's Tom Paine." In 1993 he served as a senior adviser to the White House on health policy. Starr is also the founder of Moving Ideas, the online public policy consortium run by *The American Prospect*. He directs the Century Institute, a summer project for college students eager to become engaged in our political and governance process. Paul's day job is professor of sociology at Princeton. He is the author of a forthcoming history of the communications revolution.

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**MICHAEL TOMASKY**, executive editor as of August 2003, was previously a senior political columnist and contributing editor at *New York* magazine. He also had worked as an editor and writer at *The Village Voice* and *The New York Observer*. He is author of two books, *Left for Dead: the Life, Death, and the Possible Resurrection of Progressive Politics in America* (1995), and *Hillary's Turn*, an account of the New York Senate race of 2000 (2001). He has also published in *The New York Review of Books*, *Harper's*, *The New York Times Book Review* and *The Washington Post*, and was recently a Shorenstein Fellow at Harvard. He is well known to the *Prospect* readers for his weekly Web column and several feature articles in the magazine.

**HAROLD MEYERSON**, editor at large, has been a contributor to the *Prospect* since 1995. His articles on U.S. politics, labor, and foreign policy also appear in *The Washington Post*, *The New Yorker*, and *The New York Times*. He is the author of *Who Put the Rainbow in the Wizard of Oz*, a biography of Broadway lyricist Yip Harburg. From the late '70s through the mid '80s, Harold was a political consultant for progressive causes and candidates. He hosted the weekly show "Real Politics" on Los Angeles' leading NPR affiliate and has been a frequent guest on television and radio talk shows. He lives in Washington, but continues as a columnist for *The L.A. Weekly*, where he served as executive editor from 1989 until 2001.

**ROBIN HUTSON** joined the *Prospect* as publisher in April 2001 to help maximize the effects of the "Bush Bump" in circulation shared by many liberal magazines. Robin's ten years in magazine publishing began at the National Magazine Award winning *Lingua Franca*, where she served first as advertising manager and later as publisher. In 1997 she established the annual charity advertising auction for the university press annual meeting and created *The Lingua Franca Book Review*, which launched in the spring of 1998. She left in 2000 to join Steven Brill's *Contentville* as vice president of product development.