

The American Prospect was founded in 1990 as an authoritative magazine of progressive 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 total readership of 100,000 and a monthly average of 1.2 million unique visitors to [www.prospect.org](http://www.prospect.org). Our readers include members of Congress and their staffs, elected officials, governors, academics, leaders of advocacy

# THE AMERICAN PROSPECT

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groups, trade unionists, and ordinary citizens who want practical politics for a progressive America. The Prospect's articles generate ideas and set agendas. We explore and challenge the conservative views of policy and politics that have been so seductive in this era. Political leaders and journalists look to the Prospect to see what smart, resolute liberals have to say. We work to embolden liberal politicians and the larger press to be tougher on the right. We disseminate articles in print, on our web site, via syndication to daily papers, in briefings with political leaders, and through intensive publicity efforts.

## THE AMERICAN PROSPECT

*The American Prospect* was founded by Robert Kuttner, Robert Reich, and Paul Starr in 1990 as an authoritative magazine of progressive ideas, committed to a just society, an enriched democracy, and effective politics. It publishes 10 times a year.

Our readers include members of Congress and their staffs, elected officials, governors, national media, academics, leaders of advocacy groups, trade unionists, and ordinary citizens who want practical politics for a progressive America.

*Prospect* editors have columns in *The Washington Post* (Harold Meyerson) and *The Boston Globe* (Robert Kuttner). Robert Reich appears regularly on NPR's *Marketplace* (5 million listeners) and Ezra Klein appears weekly on MSNBC's *Hard Ball* with Chris Matthews. Our editors and writers write for *The L.A. Times*, *The New York Times*, *The New York Times Book Review*, *The Atlantic*, and *The Wall Street Journal*. They also appear on C-SPAN and NPR, and have been asked to testify in front of congressional committees. All three founders and a senior editor have published new books in 2008.

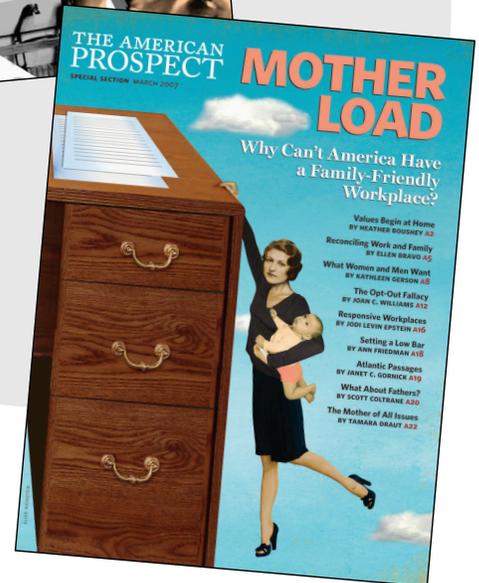
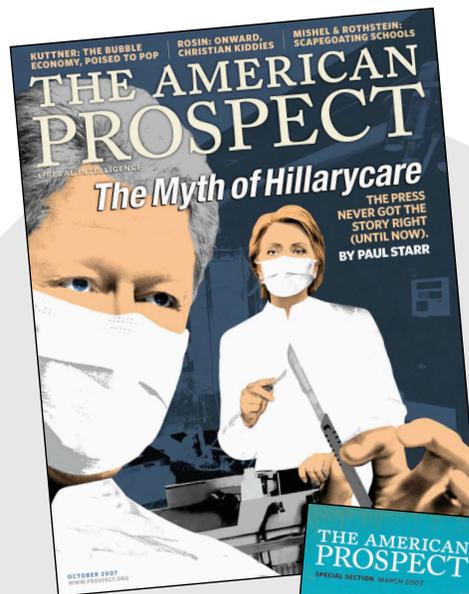
*The American Prospect* has been quoted in *The Washington Post*, *The Boston Globe*, *U.S. News and World Report*, *The New York Times*, *USA Today*, *The New Yorker*, *The L.A. Times*, *Vanity Fair*, *The Wall Street Journal*, and *The Financial Times*—just to name a few.

## ADDITIONAL DISTRIBUTION

*The American Prospect* is delivered to the office of every member of the House and Senate and every governor. Delivery to select committee staff directors can be requested by advertisers at any time. In addition, issues and special reports receive targeted bonus distribution at relevant meetings, *Prospect*-sponsored forums and roundtables, and colleges and universities.

## WEB SITE: WWW.PROSPECT.ORG

- Average unique monthly visitors: 1.2 million
- Average monthly page views: 12.9 million
- *The American Prospect* online is a finalist for the 8th annual Online Journalism Awards, awarded by the Online News Association and the USC Annenberg School for Communication, 2008.



## TAPPED: THE AMERICAN PROSPECT BLOG

- Winner of the 2007 Hillman Award for best journalism that contributes to social and economic justice
- Voted one of the top 10 political blogs in the country, 2006

## WHO READS US

**Paid subscribers:** 41,056

**Readers per copy:** 2.5

**Total audience:** 103,000

### Top four topics of interest:

- National Politics
- Foreign Policy
- Environment
- Health Care

**Median household income:** \$76,200

**Education:** 68% hold a doctorate, master's, or have done postgraduate work.

# 2+ hours

*Average amount of time a subscriber spends reading The American Prospect.*

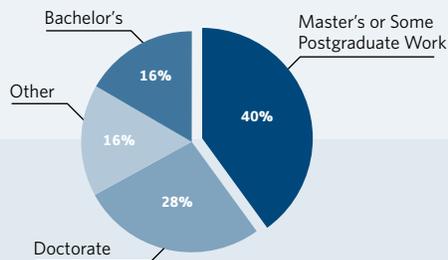
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*Discuss articles with friends and colleagues.*

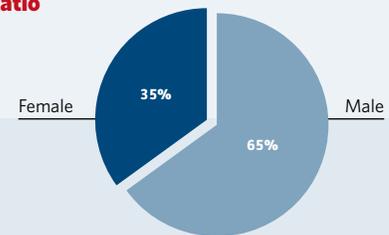
# 79%

*Say they get information they don't find anywhere else.*

### Highest Level of Education



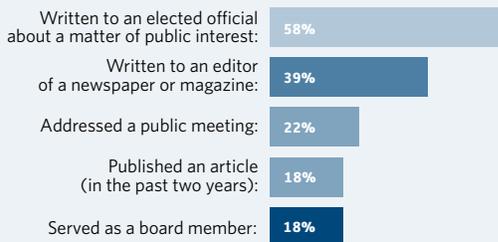
### Male/Female Ratio



*“There is no other magazine today that so engages the passion, stimulates the imagination, and enlarges the understanding of our politics and common future.”* – DORIS KEARNS GOODWIN, HISTORIAN AND AUTHOR

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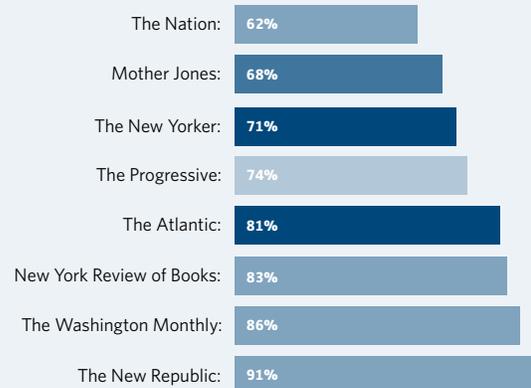
### Engaged and Loyal Readers

**The American Prospect has one of the highest renewal rates in the industry.**



### Unique Readers

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## BIOGRAPHIES

**Robert Kuttner**, founding co-editor 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. Bob is also a distinguished senior fellow at Dēmos. His latest book, *The Squandering of America: How the Failure of our Politics Undermines Our Prosperity*, was published in November, 2007.

*Prospect* co-founder **Robert B. Reich** is currently Professor of Public Policy at the Goldman School of Public Policy at the University of California at Berkeley. Bob served in three national administrations, most recently as Secretary of Labor under President Clinton, fighting for such policies as better minimum wage and family-leave laws, pension protection, and labor rights. He 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. Bob’s latest book, *Supercapitalism: The Transformation of Business, Democracy, and Everyday Life*, was published in September, 2007.

**Paul Starr**, founding 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. 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 *The Creation of the Media*, a history of the communications revolution, and *Freedom’s Power: The True Force of Liberalism*, published in April 2007.

“...*Paul Starr, one of our most formidable public thinkers, and whose book, Freedom’s Power: The True Force of Liberalism, is a profound and stirring call for liberals to reclaim the idea of America’s greatness as their own. Starr’s book is one of three new books that in a just world would be on every desk in the House and Senate when Congress convenes again.*” — *Bill Moyers*



**Harold Meyerson**, executive editor, has been a contributor to the *Prospect* since 1995. He is also a weekly columnist at *The Washington Post*. His articles on U.S. politics, labor, and foreign policy also appear in *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 is a frequent guest on television and radio talk shows.

**Diane Straus Tucker**, president and publisher, joined *The American Prospect* in December 2005 after a long career in publishing and a shorter one in practical politics, working with Howard Dean at the Democratic National Committee. For nearly two decades, Diane worked on the business side of publishing, most recently as group publisher of Manhattan Media, which publishes several weekly community newspapers in Manhattan as well as *Avenue* magazine. Earlier in her career, she was publisher of *The Westchester County Times*, *Trader Publications*, and the *Cranford Citizen and Chronicle*. Before migrating to the business side she worked as an editor at *The Village Voice* and *New York Magazine*.

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