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# FOREIGN AFFAIRS

**F**oreign Affairs is making unprecedented strides in expanding its audience and attracting younger readers. Paid circulation now exceeds 134,000—a 25 percent increase since 2000. The magazine’s website, [www.foreignaffairs.org](http://www.foreignaffairs.org), is playing a key role in this steady growth. Drawing 2.4 million visitors a year, the website generates a thousand subscriptions each month. Moreover, the new subscribers are, on average, fifteen years younger than those who previously subscribed, and women account for a growing share of those subscribers, according to an independent reader survey.



James F. Hoge Jr.

Strong and timely articles contributed to these healthy publishing results. Many articles during the past twelve months focused on the war in Iraq and its wide effects on U.S. foreign policy and relations with other countries. Authors this year highlighted critical issues, such as the ineffectuality of the UN Security Council, the rise of post-Saddam security challenges in the Middle East, the prospect of civil war in Iraq, and the worldwide growth of animosity toward America. Former Secretary of State Madeleine K. Albright concluded that the U.S. attack on Iraq was a mistaken diversion from the war on terrorism. Colin L. Powell, Albright’s successor, sounded a ringing defense of the Bush foreign policy in a later issue.

The rise of Asia—with China as the central attraction—also received sustained attention. *Foreign Affairs’* authors pointed to heightened tensions as well as many benefits stemming from the region’s surging economic growth. More than one contributor questioned whether the United States was prepared to deal with a stronger, more confident Asia. Other authors addressed energy demands, environmental degradation, and trade impasses—all issues exacerbated by Asia’s dynamic economies.

Throughout the year, *Foreign Affairs* featured penetrating analyses and differing views on how America should use its dominance. Should the United States wield its strength unilaterally to bring order to a world made unstable by rogue states and terrorist organizations? Is preemptive military force more necessary now than in the past? Or would the United States gain more by using the soft powers of diplomacy and multilateralism?

In the year ahead, *Foreign Affairs* will focus on some of the key issues that should be addressed by the presidential candidates. Topping the list will be a de-

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tailed assessment of the democratization program in Iraq—the key decisions that have helped or hurt the effort and the challenges that lie ahead. The magazine will also undertake a close examination of homeland security—measures taken and vulnerabilities remaining. In particular, the United States is vulnerable to lethal devices in ship or truck containers coming into ports and across borders that are loosely protected. Counterproliferation is yet another critical subject, given the threat of nuclear weaponry in terrorists' hands. Fresh efforts to restrict access to the fissile materials required for weapons development have been launched, but much more needs to be done. A sense of urgency is very much in order. Also scheduled is an update on the state of democracy in the developing world.

Contrary to some analysts' conclusions, fledgling democracies are economically outperforming soft authoritarian regimes.

With the start of the new academic year, students and faculty can benefit from full access to the magazine's online archives for teaching and research. This initiative complements the magazine's successful anthologies and customized textbooks. *Foreign Affairs* is also launching a test of "academic site licenses." Users of fifty university networks will be given free access to the magazine's online service, including archives. This pilot program, versus a rollout to all campuses, allows for fine-tuning of the service and for personal feedback. The initial test group is roughly representative of large and small campuses across the country.

### Foreign Affairs Bestseller List

In the May/June 2004 issue, *Foreign Affairs* introduced a new feature that ranks top-selling hardcover books on American foreign policy and international affairs, based on national sales at Barnes & Noble bookstores and on [www.BarnesandNoble.com](http://www.BarnesandNoble.com). The bestseller list appears as the closing feature of each issue of the magazine, with a monthly update on both [www.foreignaffairs.org](http://www.foreignaffairs.org) and [www.BarnesandNoble.com](http://www.BarnesandNoble.com).

*Foreign Affairs* has long been noted for its pithy and insightful book reviews, and the magazine's readers are avid book buyers, purchasing more than twenty books on average each year. And bookstore customers are increasingly reading *Foreign Affairs*: this year *Foreign Affairs* was ranked 26th of all magazines sold at Barnes & Noble, up from 228th last year.

