
FOREIGN AFFAIRS

This year *Foreign Affairs* was ranked the most influential media outlet in the United States in a study of U.S. opinion leaders. *Foreign Affairs* placed ahead of all other magazines and newspapers—including the *New York Times*, the *Wall Street Journal*, the *Washington Post*, and the *Economist*—as well as all broadcast media. The survey, conducted by the business-to-business research firm Erdos & Morgan, represents the views of more than 450,000 Americans who shape policy and opinion in the public and private sectors.

The performance of *Foreign Affairs* in the marketplace further confirmed its impact. With the January/February 2005 issue, total subscriptions broke 100,000 for the first time. Including newsstand sales, total paid circulation is now over 140,000. Advertising revenues set records, running 30 percent above prior-year figures. Traffic on the magazine's website continued to grow, producing in March a record 993,045 page views. With strong subscription and advertising growth, the magazine continued to operate in the black, more so than ever.

Foreign Affairs this year devoted numerous pages to the many challenges facing the countries of the Middle East. Iraq received the most attention. Several authors questioned whether U.S. objectives for Iraq could be realized and whether it was wiser to stay the course or to disengage promptly. Democratization was a hot topic, highlighted by the “orange revolution” in Ukraine, the

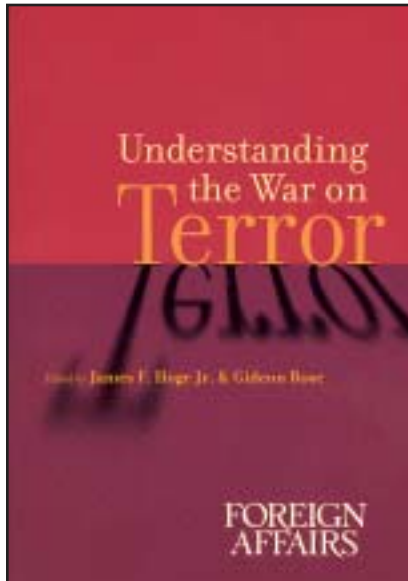
James F. Hoge Jr.



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forced withdrawal of Syria from Lebanon, and popular stirrings throughout the Arab world. Essays in the magazine analyzed the implications of these events for the world's remaining autocratic regimes and U.S. foreign policy.

Other articles examined the pros and cons of globalization, the difficulties of further European integration, and the dangers of nuclear weapons proliferation. President George W. Bush's foreign policy received qualified approval for focusing on how to promote security in a dangerous world. Recommended midcourse corrections included reviving the art of speaking softly and recognizing the need for international legitimacy. Bush's foreign economic policy provoked harsher criticism for a series of problems that, if left to fester, will damage U.S. domestic interests and U.S. foreign policy as a whole.



In the July/August 2005 issue, *Foreign Affairs* published a special section on the increasing possibility that a deadly influenza virus could spread among humans and overwhelm unprepared health systems in rich and poor countries alike. Four essays provided a comprehensive overview of this uniquely lethal flu, the preparations and preventive measures that need to be taken, and the lessons that can be gleaned from the present HIV/AIDS pandemic.

This year *Foreign Affairs* published a new book in its ongoing series of paperback compilations designed for classroom use. *Understanding the War on Terror* has been saluted as the most ambitious collection of writings to date about the subject. It and other *Foreign Affairs* books are distributed by W. W. Norton and are available on Amazon.com and BN.com.



IN MEMORIAM

George F. Kennan

Sadly, this year marked the passing of **George F. Kennan**, author of the 1947 treatise on containment of the Soviet Union, the most influential essay ever published by *Foreign Affairs*. This renowned scholar and diplomat contributed eighteen additional essays to the magazine over five decades on a variety of international challenges. His analysis and insights, always elegantly presented, were penetrating and often against the grain of conventional thinking. *Foreign Affairs* and its readers will sorely miss him.

