

Foreign Affairs



Foreign Affairs editor James F. Hoge Jr.

Foreign Affairs devoted much coverage to the U.S. presidential contest, which generated such high interest here and abroad. In many ways, the 2008 race was unprecedented—the large number of primaries, candidates, and debates, and the emergence as front-runners of a woman and an African-American. And the public was unusually concerned about international threats, economic setbacks, and America's standing in the world.

The magazine's contributors analyzed the critical challenges awaiting a new president and what policy options might best apply. *Foreign Affairs* also let presidential candidates explain in their own words the major elements and style of their foreign policies. The essays were paired in four sequential issues, starting with Barack Obama and Mitt Romney in the July/August 2007 issue, followed by Rudy Giuliani and John Edwards, Hillary Clinton and John McCain, and ending with Bill Richardson and Mike Huckabee in the January/February 2008 issue, the last before the primaries. Strengthening America's leadership and restoring its military were priorities for most candidates, as was repairing relationships with long-standing allies. Differences emerged on further liberalizing international trade, achieving an effective mix of military and political antiterror tactics, and how much to view rising powers as adversaries or partners in global management. Presidential hopefuls expressed a heightened awareness of the need to curb climate damage, for the most part avoiding painful remedial recommendations. How and when to wind down the U.S. military role in Iraq elicited

the biggest differences between the candidates from both parties. These candidate essays were widely quoted and reprinted in domestic and foreign media.

In addition to focusing on the next president's challenges, *Foreign Affairs* published several independent appraisals of President George W. Bush's foreign policy record. From within the administration, Secretary of State Condoleezza Rice presented her views, just as she did at the beginning of the Bush era eight years ago.

Foreign Affairs focused on several trends that seemed the opposite of what was expected from ongoing globalization. The first was the rise of ethno-nationalism. Economic globalization is producing a cosmopolitan business class, but its disruption of traditional ways of life is also reviving ethnicity as a safe haven for populations whose sense of identity has been shaken. A second trend is the allure for some developing countries of the Chinese model of economic development, known as authoritarian capitalism. As the theory goes, China's rapid economic growth can be attributed to loosening the entrepreneurial forces of market economics while maintaining tight political and social control of populations. Whether it will work as an economy becomes more complex remains to be seen. As authoritarianism gains strength and produces results in China and Russia, it is not surprising that a third trend is a decline in the attraction of democracy among aspiring states. Some governments are constricting democratic freedoms; others are manipulating the democratic process to achieve authoritarian aims.

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Special efforts during the year included a set of essays, “Changing China,” and an anthology geared to the agenda of the World Economic Forum that was distributed at Davos. *Foreign Affairs* expanded its presence in India in collaboration with a new high-quality quarterly, *India in Global Affairs*, which now publishes several *Foreign Affairs* articles in each issue. *Foreign Affairs* already appears in Japanese, Spanish, and Russian versions.

On the business side, the total paid circulation of *Foreign Affairs* reached an all-time high of 161,000, up from 156,000 a year ago. This marked the seventh consecutive year of growth in circulation, which has increased by 46 percent since the beginning of 2001. Advertising, up 20 percent in revenue over last year, has more than doubled in pages from an average of thirty-six pages per issue in 2001 to seventy-six in 2007. This year, Barnes & Noble reported that *Foreign Affairs* was one of the chain’s fifty best-selling magazines (out of more than five thousand) and in the Top 10 in the current events category. The independent research firm Erdos & Morgan continues to rank *Foreign Affairs* the most influential media among U.S. opinion leaders.

The magazine’s website also continues to expand its role as a marketing channel to reach new readers and serve current subscribers with online access to the archive that goes back to 1973. Each month the site attracts more than 300,000 visitors, and a biweekly eNewsletter reaches more than 57,000 opt-in subscribers. In addition, with the May/June 2008 issue, the site began offering audio versions of selected essays for download.



A new, bolder cover treatment was introduced in the May/June 2008 issue. Newsstand sales have doubled since 2001 and now account for 25 percent of total circulation.