This year has been one of sustained growth and evolution for Foreign Affairs. We continued to put out a compelling print magazine while also ramping up our Web and social media presences, deploying an award-winning mobile website, publishing several ebooks, and doing more live events. The amount of Foreign Affairs content published online only now surpasses the amount published in the print edition, and all of our content is reaching a broader audience, on more platforms, than ever before.


The September/October issue featured a package pegged to the tenth anniversary of 9/11, including a study of al-Qaeda’s evolution by terrorism expert William McCants, an assessment of the first decade of the war on terror by diplomatic historian Melvyn Leffler, and several analyses of the situation in Afghanistan. A debate between Arvind Subramanian and Salvatore Babones on the speed and inevitability of China’s economic ascent attracted a great deal of attention, as did a penetrating critique of the drug war by Mark Kleiman and a piece on Korea’s foreign policy by Park Geun-hye.

The November/December issue led with a powerful essay by George Packer on economic inequality and social decline—one that was already drawing buzz before the eruption of the Occupy Wall Street protests, for which it provided a de facto manifesto. The issue also contained lively debates on Israel’s greatest challenges and the merits of humanitarian intervention, a look at Indonesia’s prospects by Karen Brooks, a searching analysis of the future of nuclear energy by Ernest Moniz, and an exploration of Bismarck’s lessons for contemporary policymakers in the developing world.

For the January/February 2012 issue, we put out a ninetieth anniversary special section on “The Clash of Ideas,” tracing the emergence and future of the modern order. The package was built around twenty excerpts of essays from the Foreign Affairs archives, by such notable authors as Hamilton Fish Armstrong, Isaiah Berlin, C. P. Kindleberger, Harold Laski, and Leon Trotsky. It also included several new pieces, including a major essay by Francis Fukuyama on “The Future of History.” Rounding out the issue was a trio of articles on the future of the euro, the dollar, and the yuan; a provocative case for attacking Iran’s nuclear program; and an argument for cutting off U.S. military aid to Pakistan.

The March/April issue showcased a variety of traditional and new content. Henry Kissinger contributed a major article on managing U.S.-Chinese relations, Robert Zoellick summed up what he had learned in his five years leading the World Bank, Fouad Ajami assessed the state of
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the Arab Spring a year on, and U.S. NATO ambassador Ivo Daalder and supreme allied commander James Stavridis discussed the Libya campaign. In addition, astrophysicist Neil deGrasse Tyson made the case for a reinvigorated space program, Robert Putnam and David Campbell analyzed the role of religion in American politics, and David Bell explored the life and contemporary significance of Cardinal Richelieu. Other notable articles included a counterintuitive argument by Micah Zenko and Michael Cohen on the plentiful security of the contemporary international environment and a damning survey of post-American Iraq by CFR Murrow Fellow Ned Parker.

The May/June issue continued this diversity of offerings. It featured traditional fare such as guidance on the future of the U.S. Army by Chief of Staff Raymond Odierno, an authoritative analysis of the Obama administration’s foreign policy by Martin Indyk, Kenneth Lieberthal, and Michael O’Hanlon, and a look at developments in Europe by Andrew Moravcsik. At the same time, it led with an excerpt of a new translation of a two-thousand-year-old guide to political campaigning by Quintus Tullius Cicero accompanied by a commentary from political consultant James Carville, and included articles on topics such as noncommunicable diseases, climate change, and renewable energy. A critique of Keynesian analyses of the recession by economist Raghuram Rajan made a particular splash.

With its greater freedom to respond to breaking events, ForeignAffairs.com showcased a flurry of articles throughout the year on timely topics such as the ongoing turbulence in the Middle East, the crack-up in Europe, the Arab-Israeli conflict, the Occupy Wall Street protests, leadership transitions across the globe, and much more. With a newly dynamic Web operation generating two to three fresh online items every weekday, the site saw a surge in traffic and attention, repeatedly hitting new all-time highs and beginning to fulfill its potential as an important driver of public debate.

Having released our first ebook in late spring 2011—The New Arab Revolt, a joint effort with CFR—in late summer we released our second, The U.S. vs. al Qaeda: A History of the War on Terror. At the end of the year we published our third, The Clash of Ideas: The Ideological Battles that Made the Modern World—And Will Shape the Future. In January 2012, the complete Foreign Affairs archives were made available online, with nine thematic collections of highlights presented as an introduction. And a growing series of live events sponsored by the magazine—including author panels, debates, business-oriented investment conferences, and media partnerships with other institutions—has extended our reach on the ground as well.

The magazine’s performance on the business side over recent decades has been stellar, and this year continued that trend. Foreign Affairs is a unique phenomenon—a niche publication that also has broad appeal. Unlike most intellectual publications, the magazine remains consistently in the black, rather than being subsidized, as are most serious publications. The bulk of our revenue comes from subscriptions and single-copy sales, while advertising and ancillary products contribute significantly. In recent years, Foreign Affairs has evolved from a professional journal into a broad multimedia forum that now serves a diverse annual audience of three million.

Paid readership of the bimonthly magazine is at an all-time high of 175,000, including those who read it in print, in a digital facsimile edition, and over the Kindle and other ereaders. Readership of ForeignAffairs.com is also at a high. In the first half of 2012, the site attracted
3.2 million unique visitors and 11 million page views. More than 175,000 readers follow *Foreign Affairs* on social media (including Twitter and Facebook), more than 100,000 subscribe to our free weekly enewsletter, and our *Foreign Affairs* videos on YouTube have been viewed more than 150,000 times. We will continue to embrace the digital revolution in the year to come and are currently developing an app for the iPad.

A crucial architect of all this success has been publisher David Kellogg, who retired at the end of June 2012, after two and a half decades of extraordinary service in that post. His successor, Lynda Hammes, has already played a major role in recent years as deputy publisher and director of digital strategy, and we are delighted that she will be the one building on David’s record.

Gideon Rose
*Foreign Affairs* Editor