

Innovation & Reinvention: The Story of Atlantic Media

Michael Finnegan
President, Atlantic Media

ATLANTICMEDIA

Lifespan of Atlantic Media

Founding of *The Atlantic Monthly*

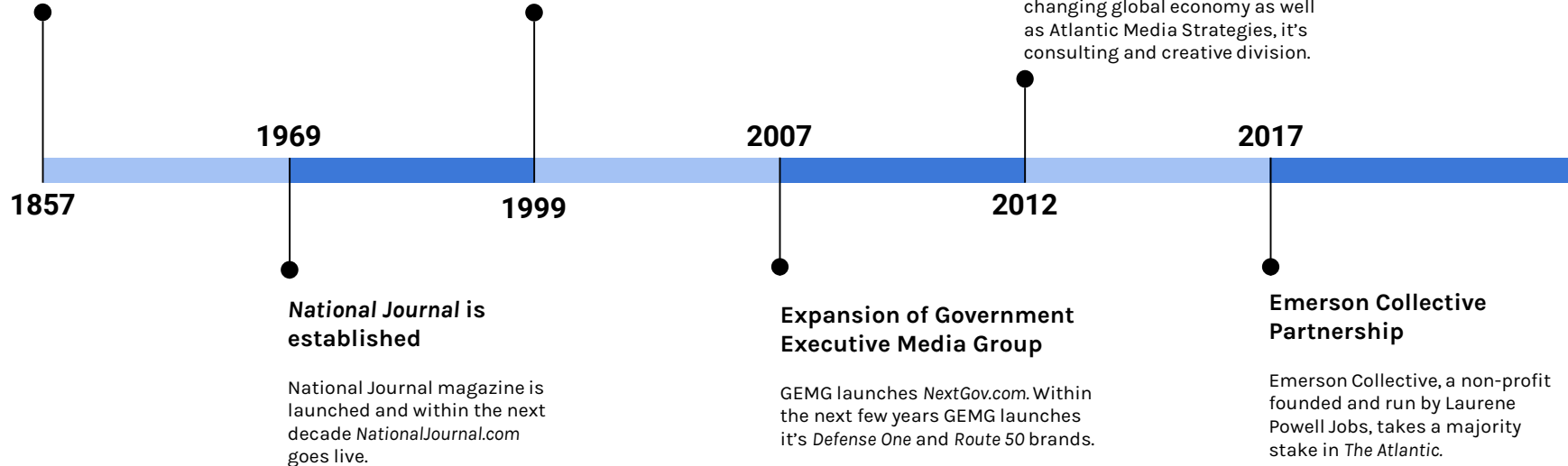
The Atlantic Monthly is founded by Ralph Waldo Emerson and Henry Wadsworth Longfellow, among others. Within 2 years, circulation rises above 30,000.

Creation of Atlantic Media

The Atlantic Monthly is acquired by National Journal Group and David Bradley, current Chairman and Owner of Atlantic Media, establishes Atlantic Media.

Quartz and Atlantic Media Strategies (now Atlantic 57) are launched

Atlantic Media launches its Quartz brand to address the needs of global executives in the constantly changing global economy as well as Atlantic Media Strategies, its consulting and creative division.



Atlantic Media in 2005

3
Business Units

6
Brands

380
Employees

200,000
Digital Audience

507,000
Circulation

The Atlantic

*Atlantic***LIVE**

**Government
Executive**

NationalJournal

NationalJournal**Daily**
NationalJournal**Hotline**
NationalJournal**Almanac**

Atlantic Media in 2018

ATLANTICMEDIA



The Atlantic

CITYLAB

*Atlantic*57

*Atlantic*LIVE

Government Executive

Government Business Council

studio 2G

Defense One

ROUTE FIFTY

Nextgov

NationalJournal

NationalJournalDaily
NationalJournalHotline
NationalJournalAlmanac

BALLAST
RESEARCH

Network Science Initiative

QUARTZ

QUARIZY

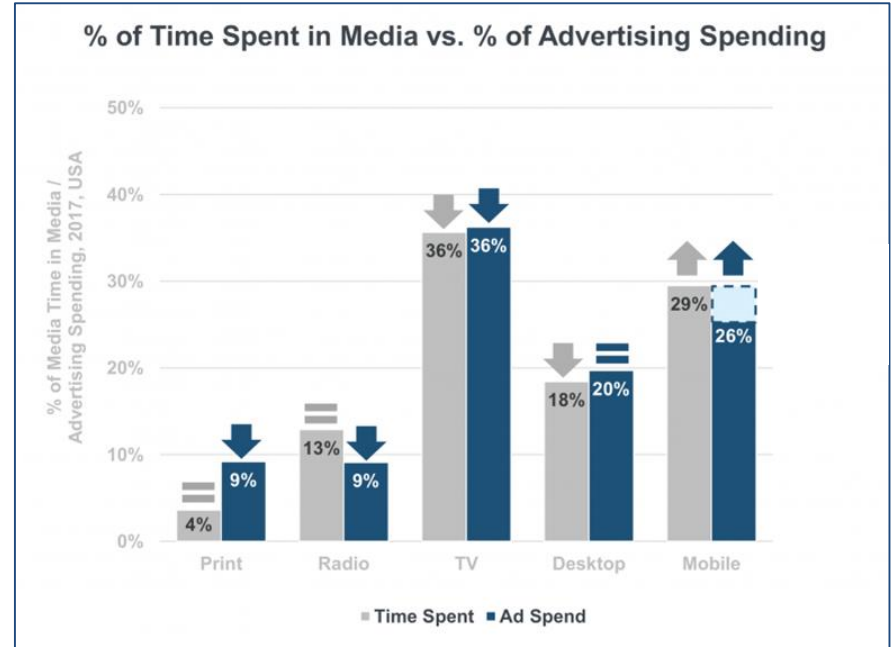
QUARTZ *at* WORK

QUARTZ
India

QUARTZ
Africa

ATLAS

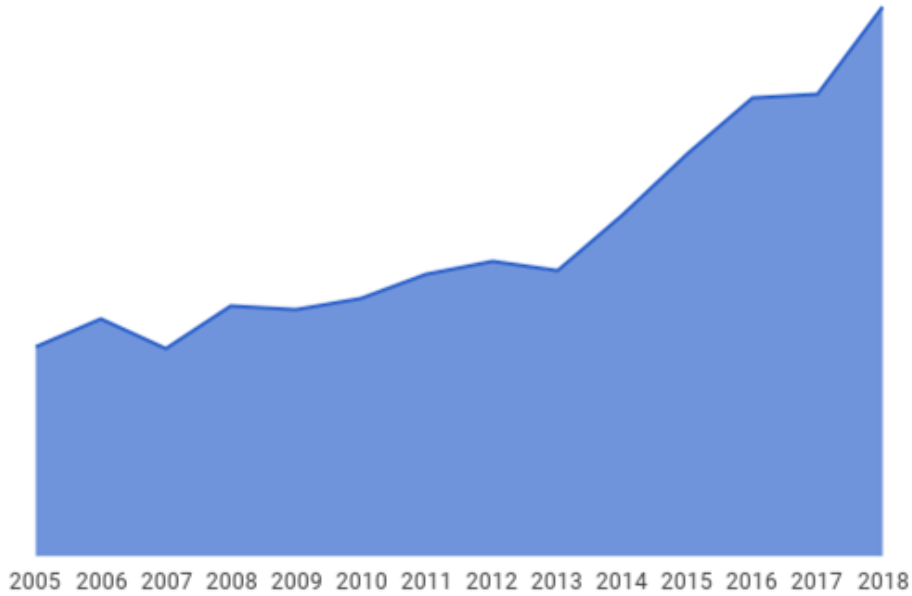
Atlantic Media has evolved through a tumultuous 15 years in the media industry



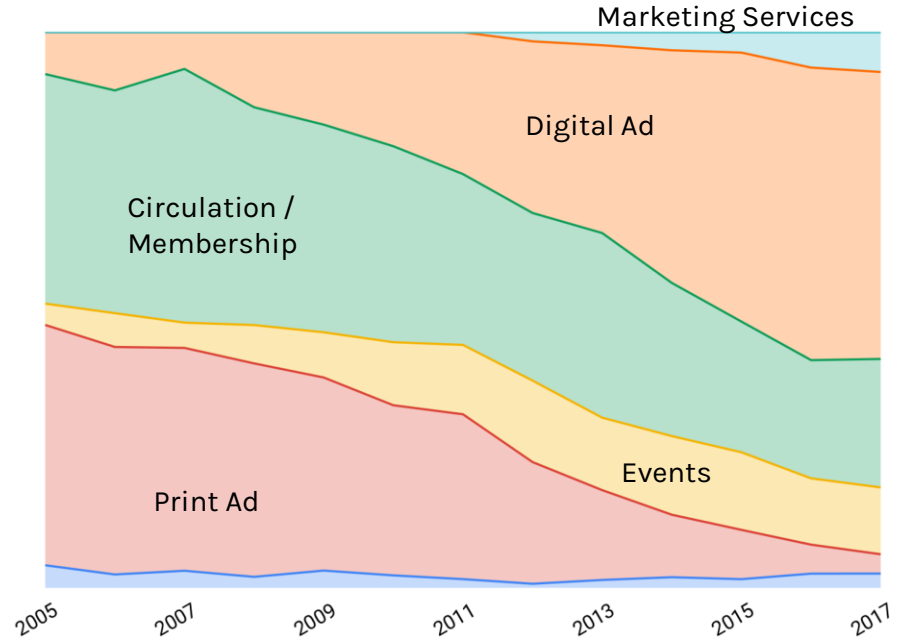
Successfully growing revenue while shifting product mix

ATLANTICMEDIA

Revenue



Product Mix



Transformation Factors

Brand Power

**Revenue
Diversification**

Experimentation

Data

Niche Content

Case Study #1: AtlanticLIVE



70+
Events in 2017

3
Festivals

55
Summits &
Forums

12
Dinners

Case Study #1: AtlanticLIVE



1. Revenue Diversification

1. Brand Power

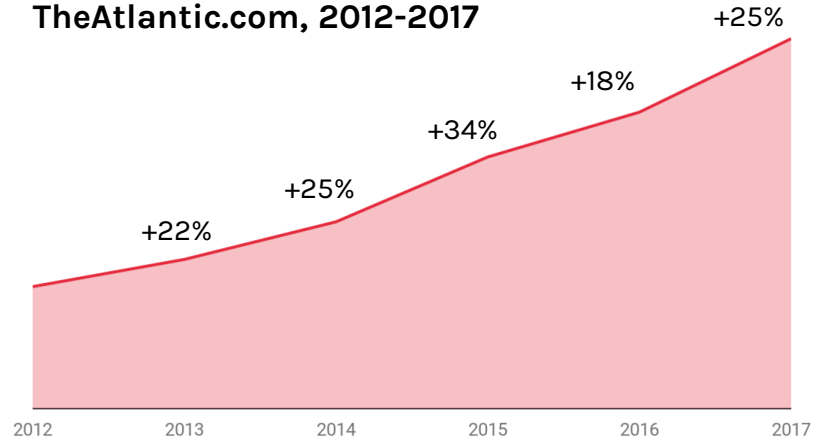
1. Niche Content

Case Study #2:

TheAtlantic.com



Average Unique Visitors to TheAtlantic.com, 2012-2017



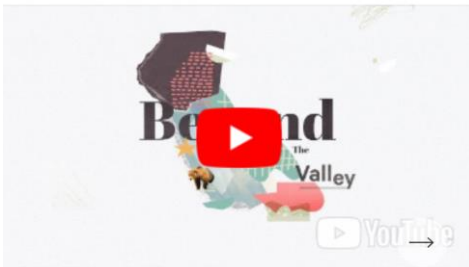
The Atlantic CRAFTED BY THE ATLANTIC'S MARKETING TEAM AND PAID FOR BY
Re:think Original VMware

THE POSSIBILITY REPORT

An exploration of how new technologies will reframe our understanding of the world.

A multi-part series, delving into new themes monthly.

[MOVE](#) • [CONNECT](#) • [HEAL](#) • [LEARN](#) • [BUILD](#) • [GROW](#)



The Atlantic Sponsor Content: What's this? nest

SHARE

THE SEARCH FOR SANCTUARY

Americans are more anxious than ever. We can blame our digital screens – or we can make them our avenue to finding sanctuary.

ILLUSTRATION BY JAMIE JONES
ANIMATIONS BY DEVICE

[SCROLL ↓](#)

The Atlantic CRAFTED BY THE ATLANTIC'S MARKETING TEAM AND PAID FOR BY
Re:think Original HYATT REGENCY

SPEAKING OF HOPE

A conversation between two women, across two generations, who demonstrate the power of coming together. They had never met one another—until now.

Two small portrait photographs of women. The woman on the left is Black with her hair pulled back, looking slightly to the right. The woman on the right is white with curly hair, also looking slightly to the right. They appear to be in a conversation.

Case Study #2:

TheAtlantic.com



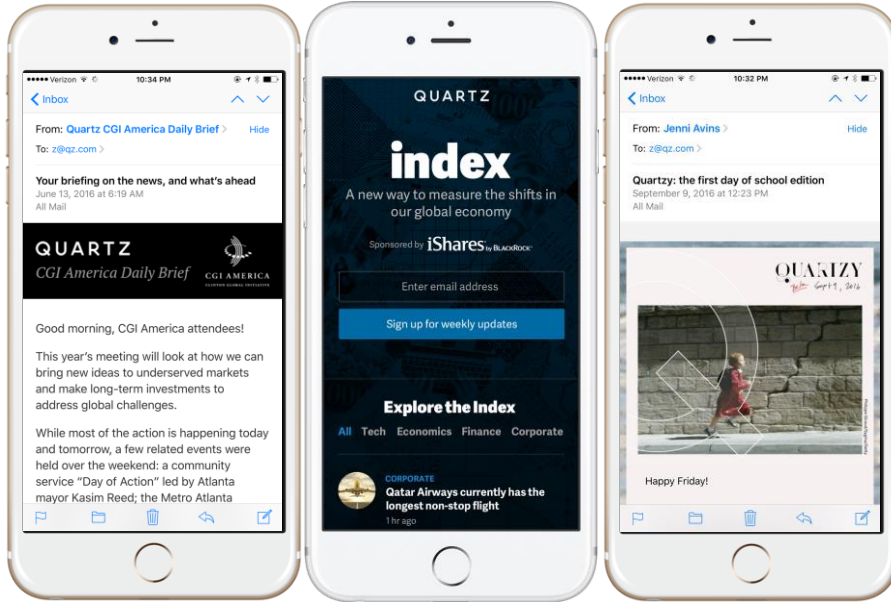
1. Data

1. Experimentation

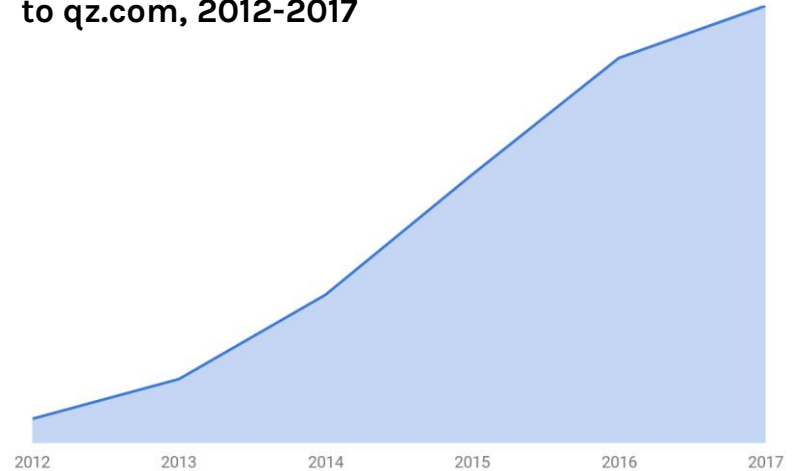
1. Revenue Diversification

Case Study #3:

Quartz

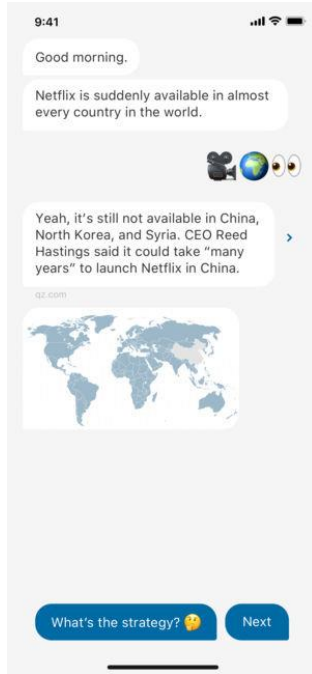


Average Unique Visitors to qz.com, 2012-2017



Case Study #3:

Quartz



1. Niche Content

1. Brand Power

1. Experimentation

Case Study #4:

National Journal



2017 Revenue



41%
From products
that didn't exist
5 years ago

Case Study #4:

National Journal



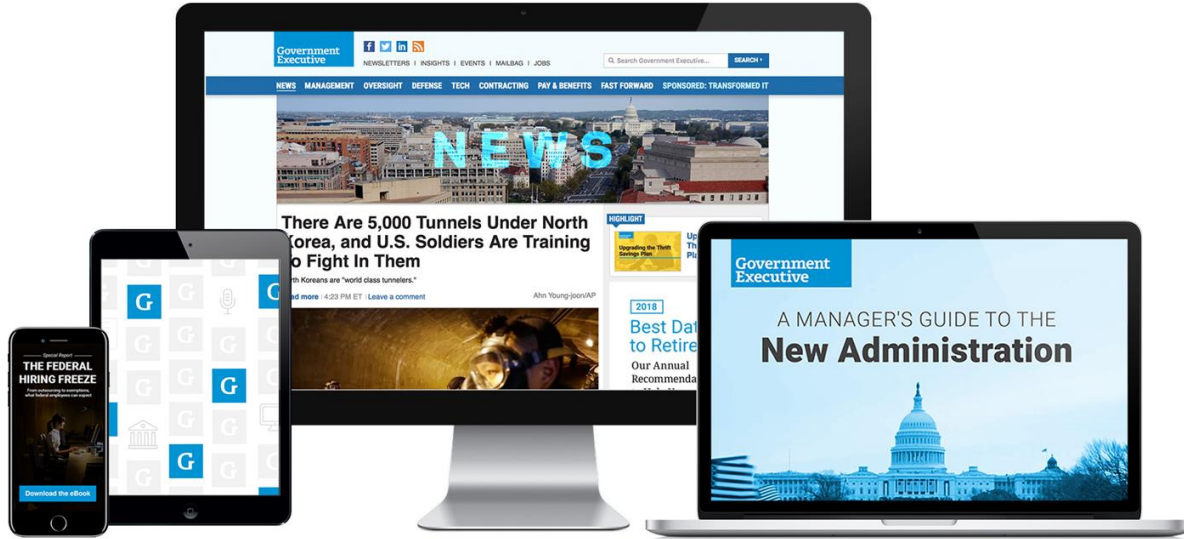
1. Experimentation

1. Revenue Diversification

1. Data

Deep Dive:

Government Executive



Deep Dive:

Government Executive

Government
Executive

1969

Nextgov

2007

Defense
One

2013

ROUTE  FIFTY

2015

studio 

2017

Deep Dive:

Government Executive

Current Number of Subscribers

Government
Executive

280,000

Nextgov

130,000

Defense
One

118,000

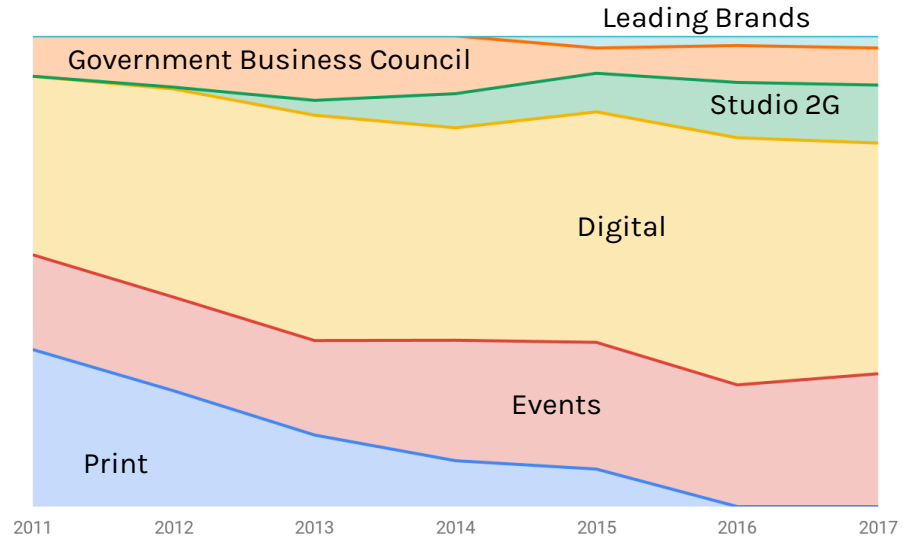
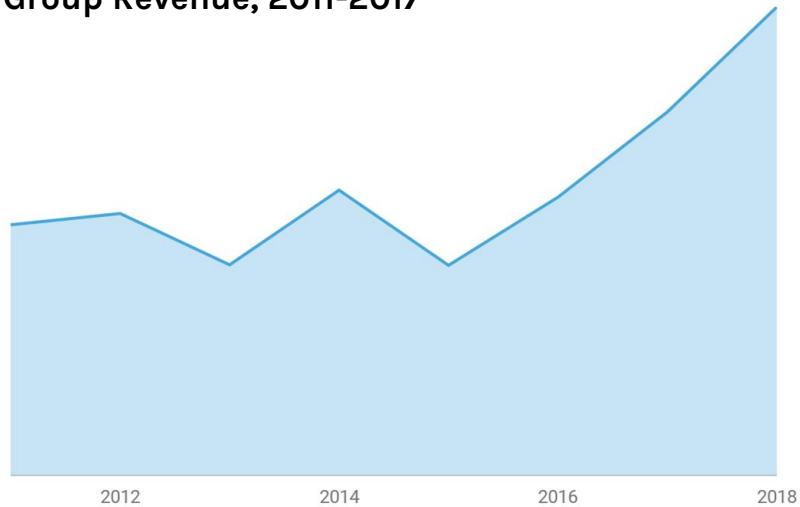
ROUTE  FIFTY

61,000

Deep Dive:

Government Executive

Group Revenue, 2011-2017



Current Challenges and Trends

1. The Shifting Digital Advertising Landscape
2. The Appetite for Paying for Quality Content
3. Changes in Consumption Habits
4. Relationships with Platforms and Data
5. The Development of New Revenue Models

What's Next?

Brand Power

**Revenue
Diversification**

Experimentation

Data

Niche Content

Thank you.

Michael Finnegan
President, Atlantic Media

mfinnegan@atlanticmedia.com

ATLANTICMEDIA