

Atlantic thrives with newspaper-magazine hybrid

NEW YORK (AP) Jeffrey Goldberg, editor-in-chief of The Atlantic magazine, isn't modest in his goals. "We want The Atlantic to be the greatest writer's collective on the planet," he said in a recent interview.

To that end, he's added nearly 50 new journalists to his staff this year, financed in part by circulation growth that accelerated after a scoop that fell in his lap in March, when Goldberg was accidentally added to a text chain of Trump administration officials talking about an impending military attack.

A publication that began in 1857 is defying the trends of a troubled media industry. The Atlantic is returning to publishing monthly two decades after dropping to 10 issues a year and experimenting with a magazine-newspaper hybrid online fueled by its competitive stable of writers.

"There are so few news organizations ... that are profitable, that are growing, that are doing great journalism, that have scoops and long-form and podcasts and live events," said Ashley Parker, one of the new hires. "To be at one of the places that's doing all of that is just awesome."

A presidential subscriber at the very beginning

The Atlantic's November issue is a 148-page examination of the "unfinished revolution," timed to coincide with Ken Burns' PBS documentary on the American Revolution. The Atlantic's origins may not trace that far back, but it was started prior to the Civil War by opponents of slavery. Ralph Waldo Emerson, Herman Melville, Harriet Beecher Stowe and Nathaniel Hawthorne were among the renowned writers to sign its mission statement. Abraham

Lincoln subscribed. The Atlantic now has 1.4 million subscribers, a little more than half of them digital only. That's up from about 400,000 print subscribers in the late 2010s, when the website was not behind a pay wall.

"The whole industry has been through two decades of 'how do we survive, what do we do, how do we figure this out?'" Goldberg said. "The answer is always there — it's make high-quality journalism and show the readers of that journalism why it's worth paying for it. Knock on wood, it's working."

If it were that easy, he'd have a lot more company. It helps to have a dedicated ownership group, the Emerson collective, led by billionaire Laurene Powell Jobs.

The Atlantic's circulation grew by 14% in both 2023 and 2024, the magazine said. By the middle of 2025, readership was up 20% over the previous year, and The Atlantic set records of single-day and one-week circulation gains the week after posting Goldberg's piece about finding himself on a Signal group chat with Defense Secretary Pete Hegseth and others.

"I've told that directly to Donald Trump," Goldberg said. "You in some ways are like our marketing director. Every time you attack me or The Atlantic, people subscribe."

Two Pulitzers for their first articles in The Atlantic

The Atlantic's writing staff includes Jennifer Senior and Caitlin Dickerson, who each won Pulitzer Prizes for their first magazine features — Senior on how the family of 26-year-old Bobby McIlvaine dealt with his death on Sept. 11, 2001, Dickerson on the first



FILE | THE ADVOCATE
Jeffrey Goldberg, editor in chief of The Atlantic, speaks while being interviewed by Anne Applebaum at the New Orleans Book Festival at Tulane University in New Orleans on March 27.

Trump administration's policy separating migrant children from their families.

Anne Applebaum, herself a Pulitzer-winning author, covers national security with Vivian Salama and Nancy Youssef. Mark Leibovich, Tim Alberta, Jonathan Chait and Jonathan Lemire write on politics. Vann R. Newkirk II wrote a vivid look-back recently on Muhammad Ali and Joe Frazier's memorable third fight.

The Atlantic has also taken advantage of turmoil at the Washington Post to poach about 20 of its journalists, including legendary sportswriter Sally Jenkins, humorist Alexandra Petri and political writers Michael Scherer, Isaac Stanley-Becker and Parker.

"I'm not happy about the travails of The Washington Post — I started at The Washington Post — but I am happy to bring in excellent colleagues," Goldberg said.

Parker described The Atlantic as a dream job, and said she appreciates the chance to do magazine-style writing with more of a voice. "For every one of my colleagues at The Atlantic who also came

from the Post, none of it felt like fleeing," she said. "It all felt like it was going someplace that was affirmatively exciting."

Parker has collaborated with Scherer on a cover piece about President Donald Trump's return to power, and wrote a personal essay about a miscarriage. She's also written about the Trump family's closeness with assassinated activist Charlie Kirk, cabinet members' obsession about how they look on TV and Trump's takeover of the Kennedy arts center.

Those last three illustrate the hybrid The Atlantic is seeking online — stories that make or enlighten people about news. "We're not a newspaper," Goldberg said, "but we're trying to be part of the conversation every single day of the year."

The effort to bring magazine-style analysis and new ways of looking at breaking stories is still a work in progress, Parker notes. Among the most-read stories on the site Thursday were Helen Lewis' piece on a Saudi Arabian comedy festival, a story by Idrees Kahloon on lower education

standards and David Brooks' essay on the need for a mass movement against autocracy.

Reimagining the definition of a magazine for a modern era

While some online stories are "hot takes" that don't necessarily work, Goldberg deserves credit for reimagining the definition of a magazine at a time of rapid change, said Jeff Jarvis, author of "Magazine," a book about the genre's history and downfall in the Internet age.

"I think he's a bit of a savior of the genre and of the community of magazine writers," he said. Jarvis also credits Justin Smith, a former Atlantic executive and currently co-founder of Semafor, for creating a series of new products that put The Atlantic on a more solid financial footing before Goldberg's takeover as editor-in-chief in 2016.

Goldberg's idea of the "perfect" Atlantic story is beautiful writing, energized by deep reporting with a clear argument and the writer's voice audible. He wants to entertain and educate, and loves it when a reader becomes absorbed in a story about a topic they might not otherwise have sought out.

"The goal is orchestral, if you will," he said. "The goal is to have enough different sorts of stories on the site and in print so that there is something for everyone."

So does he believe he's reached his goal of gathering the world's best collection of writers?

"Of course I think that," he said. "I could always add more, but pound for pound this is the best journalism staff in the world. We're not the biggest. I couldn't imagine being the biggest. But the goal is to be the best."

California to begin selling affordable, state-branded insulin

LOS ANGELES (AP) Gov. Gavin Newsom said Thursday that California will begin selling affordable insulin under its own label on Jan. 1, nearly three years after he first announced a partnership to sell state-branded generic drugs at lower prices.

But California won't be the only state making lower-cost insulin available. The nonprofit Civica said it will also distribute its economical diabetes medication to pharmacies nationwide.

Starting in the new year, insulin pens will be available in California under the CalRx label for \$11 per pen, or a maximum of \$55 for a five-pack, Civica said.

"You don't need a new prescription. You just simply transition to this

bio-similar insulin that now is being provided," Newsom said at a news conference in Los Angeles. "It's access on the basis of affordability."

The state entered a 10-year deal with Civica and Biocon Biologics in early 2023. Officials said then that they hoped California's emergence as an insulin-maker would prompt prices to collapse. Research has shown that costs for the drug have more than tripled in the past couple of decades.

The new pens will be interchangeable with glargine, the generic alternative for more expensive once-a-day injections that regulates blood sugar. As a comparison, the equivalent of a five-pack of Eli Lilly's Rezvoglar sells to pharmacies for more

than \$88, according to data compiled by the governor's office, but consumers may pay a different price based on their insurance.

About 38 million Americans — and roughly 3.5 million Californians — have diabetes, according to the American Diabetes Association.

Chris Noble, organizing director of Health Access California, a statewide consumer health care advocacy group, welcomed Newsom's announcement, saying efforts by California and others to

develop a competing generic will bring relief to patients who have seen drug prices spike in recent years.

"California consumers need relief now, so health advocates are relieved to see CalRx moving quickly to lower insulin costs for the people of California while continuing to pursue other needed prescription drug cost solutions," Noble said in a statement Thursday.

"We hope to see additional fast acting insulins included in CalRx's portfolio so insulin dependent patients have all of their insulin needs met."

There could be risks. State analysts have warned that California's entry into the market could prompt other manufacturers to reduce the availability of their drugs, a potential unintended consequence.

State lawmakers approved \$100 million for the project in 2022, with \$50 million dedicated to developing three types of insulin and the rest set aside to invest in a manufacturing facility.

According to state documents from 2023, the proposed program could save many patients between \$2,000

and \$4,000 a year. In addition, lower costs could result in substantial savings because the state buys the product every year for the millions of people on its publicly funded health plans.

The state also is exploring the possibility of bringing other drugs to market. Newsom announced in April that the state will sell the overdose medication Naloxone. The drug, available as a nasal spray and in an injectable form, is considered a key tool in the battle against a nationwide overdose crisis.

RATE

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slump ever since.

Sales of previously occupied U.S. homes sank last year to their lowest level in nearly 30 years. So far this year, sales are running below where they were at this time in 2024.

Still, many homeowners who bought in recent years after rates climbed above 6% have sought to refinance their home loan to a lower rate as mortgage rates have come down in recent weeks.

Mortgage applications, which include loans to buy a home or refinance an existing mortgage, fell 1.8% last week from a week earlier, according to the Mortgage Bankers Association. But applications for mortgage

refinance loans made up 53.6% of all applications, a slight increase from the previous week.

Many prospective homebuyers are also turning to adjustable-rate mortgages. Such loans, which typically offer lower initial interest rates than traditional 30-year, fixed-rate mortgages, accounted for 9.3% of all mortgage applications last week.

Mortgage rates will have to drop below 6% to make refinancing an attractive option to a broader swath of homeowners, however. That's because about 80% of U.S. homes with a mortgage have a rate below 6% and 53% have a rate below 4%, according to Realtor.com.

Economists generally forecast the average rate on a 30-year mortgage to mostly remain near the mid-6% range this year.

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