

This Issue

28-04-05 11:10

Citizen Culture to Go on Hiatus; Plans To Relaunch Digital and On-Demand Print Version in Fall

By DYLAN STABLEFORD

Citizen Culture, the so-called “magazine for the young intellectual” and “*New Yorker* for a new generation” when it debuted in 2004, will go on hiatus following its fifth issue with plans to relaunch in the fall, most likely as a digital publication and controlled circulation magazine—subscribers request a hard copy which will be produced in on-demand, short-run printings.



“Most magazines offer digital as an add-on,” says *Citizen Culture* president and CEO Jonathan Scott Feit. “We realized we need to be bigger, and this is a way to do that quickly without breaking the bank.”

The part-time staff of 12, many of whom are still undergrads, will take the summer off while Feit and the magazine’s principals retool *Citizen Culture’s* strategy.

The 20,000 circulation magazine’s ad revenue, newsstand sales and folio size have all increased since its launch last September. For its fifth issue, ad revenue was \$13,500, up from just \$2,600 at launch. Newsstand sales have grown to 13,200 from about 7,600. But extending the magazine’s reach beyond its current circulation has been a sticking point with advertisers, many of whom, Feit says, have expressed interest but want “something in the 100,000 circ range.”

Feit says it has cost *Citizen Culture* about \$120,000 to produce the five issues. He says the relaunch will cut the magazine’s production costs to around \$10,000 per issue while giving it the opportunity for national exposure. “We’ve gotten numbers on digital, and it’s something like 45 cents to deliver an issue, whereas we’re paying \$1.50 on postage alone,” says Feit. “That just blew me away.”

On the current issue’s back cover, under the headline “Every Young Intellectual Deserves a Break,” a message reads: “With five issues’ worth of lessons learned, we’ve taken your feedback to heart. Next steps: revamp and grow, to produce the *Citizen Culture* you’ve asked for.”

“We’ve done it in a sort of grassroots way,” says Feit. “The experience is going to help us grow; we’ve learned from our mistakes.”

Links:
www.citizenculture.com

[<- Back to the news list](#)

Navigation

- Current Issue
- Features
- Executive Perspective
- News & Analysis
- Voices & Views
- Job One
- Reality Check
- Archive

Site Sponsors

THE JORDAN EDMISTON GROUP, INC.

JEGI CAPITAL

Since 1987

PRIMEDIA Fairchild Publications, Inc.

Mergers & Acquisitions for the Media & Information Industries

bitpipe AD:TECH

“... analytical skills and expert advice make for a winning combination.”

The Hearst Corp.