



# Table of Contents

---

List of Tables	vii
Foreword	ix
Chapter 1: The Magazine Century	1
Chapter 2: The Emergence of Modern Magazines: The 1890s	15
Chapter 3: Publishing Pioneers Create a Prosperous Century: 1900–1920	39
Chapter 4: Good Times, Great Magazines: The 1920s	65
Chapter 5: More Readers, Fewer Advertisers: The 1930s	85
Chapter 6: War, Censorship, and More Magazines: The 1940s	111
Chapter 7: Magazines versus Television: The 1950s	135
Chapter 8: Social Change for Magazines and America: The 1960s	161
Chapter 9: Americans Pursue Leisure Interests: The 1970s	183
Chapter 10: Computers and Celebrity Editors Dominate the Decade: The 1980s	205
Chapter 11: New Media, Magazines, and Controversies: The 1990s	225
Chapter 12: From Bust to Boom and Bust Again: 2000–2010	241
Chapter 13: From Magazines to Magazine Media: 2010–2020	253
Chapter 14: Publishing During an Uncertain Future: Beyond 2020	265

For Further Reading	273
Index	275