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## AT A GLANCE

### ■ Average Monthly Traffic

Uniques	<b>2.0 million</b>
Page Views	<b>10.0 million</b>

Source: Visual Sciences 12 Month Avg December 2008-November 2009

### ■ Editorial Distinctions

<b>ASME</b>	Finalist, Blogging, 2010 Finalist, Podcasting, 2010 Winner, General Excellence Online, 2008
<b>MIN</b>	Winner, Best Podcast, New Yorker Fiction, 2008
<b>MPA</b>	Winner, Best Podcast, The Campaign Trail, 2009
<b>EPPY</b>	Finalist, Best National Magazine Affiliated Site, 2008
<b>Webby</b>	Nominee, Best Copy/Writing, 2009

### ■ Demographics

Male*	<b>60%</b>
Average Age	<b>50</b>
Average HHI*	<b>\$104,930</b>
Post Graduate Degree	<b>48%</b>

Source: @Plan, Fall 2009; \*NetRatings MEGAPANEL Sept09/S09

### ■ Influential Users

#### Frequently Provides Advice

Politics and current events	<b>252</b>
Financial information	<b>224</b>
Internet content and services	<b>216</b>

#### Online Activities

Read RSS feed yesterday	<b>532</b>
Downloaded podcast yesterday	<b>426</b>
Post product reviews online yesterday	<b>330</b>
Publish own blog on blogging site	<b>316</b>

Source: @Plan, Fall 2009

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## THE NEW YORKER OUT LOUD

Kelefa Sanneh on gospel music, sexuality, and the singer Tonéx.



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## LATEST POSTS

**Deirdre Foley-Mendelsohn:** After Hours at the Library, City Secrets 1:00 PM

**Richard Brody:** Western Science 12:59 PM

**Lucy Tang:** Bedtime Reading 11:56 AM

**Evan Osnos: Q. & A.:** China Under Glass 11:38 AM

**Thessaly La Force:** Bossing Freud Around 10:00 AM

SEE ALL BLOG POSTS

## BLOGS

**News Desk:** Notes on Washington and the world.

**The Book Bench:** Books, publishing, and the literary life.

**Richard Brody** on the movies.

**John Cassidy** on economics, money, and more.

**Steve Coll** on foreign affairs, defense, and journalism.

**Amy Davidson** on war, sports, and everything in between.

**Hendrik Hertzberg** on politics, mostly.

**Evan Osnos** on China.

**George Packer** on national and international politics.

**Alex Ross** on classical music.

**James Surowiecki** on business, the markets, and the economy.

**Back Issues:** From the *New Yorker* archive.

**Goings On:** Cultural notes.

## CONTEST



Cartoon Kit: Create your own cartoon; no drawing required.

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IN THIS  
ISSUE



SHOUTS & MURMURS

## DEAR TYPE-A PARENT

BY BRUCE MCCALL

Congratulations! The application on behalf of your child for a place in the pre-kindergarten class for the 2012-13 academic year at The School has been rejected...

**DIRECT QUOTES**  
**TALKING TO ASSAD**  
with Seymour M. Hersh

The President of Syria on Israel, Iran, and Hillary Clinton.

**ASK THE AUTHOR**  
**HAITI'S AFTERMATH**  
with Jon Lee Anderson

How do you report on a disaster?

READ THE STORY

**THE CURRENT CINEMA**  
**A COP AND A DANCER**  
by Anthony Lane

"Edge of Darkness" and "The Red Shoes."

## THE BOOK BENCH HOLDEN FOR HISTORIANS

BY JILL LEPORE

What Howard Zinn's "A People's History of the United States" shares with "The Catcher in the Rye."

DAVE EGGERS: DID HE WRITE MORE?

MORE ON J. D. SALINGER



**LETTER FROM CHINA**  
**THE STRANGEST MUSEUM**  
by Evan Osnos

Eunuchs in Beijing or dead horses in Shandong?

**THE BOOK BENCH**  
**FREUD IN FICTION**  
by Thessaly La Force

Three authors in search of a character.

**A CRITIC AT LARGE**  
**THE PATHFINDER**  
by John Lahr

Sam Shepard and American manhood.


 SEARCH

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POPULAR | MOST E-MAILED | THIS ISSUE | CARTOONS

1. My long friendship with J. D. Salinger
2. The rise of the Tea Party movement
3. J.D. Salinger was a writer, not just a myth
4. Bigelow, Cameron, and Oscar: News Desk
5. How Nadia François survived the earthquake in Port-au-Prince, Haiti

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