



Masthead Inflation

Are magazine staffs growing? Or is it vanity? By ASA FITCH

Whatever the reasons, it's no secret that in recent years the number of names on mastheads has risen. *Cosmopolitan's* masthead grew from 36 names in 1970 to almost 200 in 2006, for example, while *Popular Science's* climbed from 34 to 100 in the same span. While it was once an exclusive list of top editors and owners, the masthead is now a far more inclusive

space. Contributing editors, interns, ad reps, marketing directors and office managers share in the small-print glory with editors-in-chief and publishers. So do some weirder masthead entries: *Annals of Improbable Research*, a science satire mag, lists an "Associative Editor;" the geeky *Linux Journal* lists a "Chef Français;" and *Adbusters* has a "Dogsbody."

At just shy of 300 names, *Vanity Fair* boasts one of the most populous modern mastheads. Perhaps more surprisingly, *Forbes* is right up there. Yes, a few magazines don't have a masthead, *The New Yorker* and *The New York Times Magazine* most prominently, but those are anomalies—anachronisms, perhaps?—in the name-heavy world of the latter-day masthead. Why so many names? It remains a mystery. We can only ponder: What's next? The assistant office cat? For the curious, here's graphic proof of the trend (and 20-year projections).



July 18, 2005
John Byrne, the Fast Company editor-in-chief who effectively saved the magazine by persuading

Joe Mansueto to buy it, jumps ship to take a position at BusinessWeek.
July 20, 2005 In a wide-ranging magazine-industry scandal,

more than 100 magazines are obliged to reduce their circulation claims, following an Audit Bureau of Circulations ruling disqualifying two

subscription sales agencies that failed to pay publishers for distributed copies.
July 21, 2005 Reader's Digest celebrates its 1,000th is-

sue with a party Djed by actors Christian Slater and Maggie Gyllenhaal.
July 23, 2005 Leroy "Bum" Peeples, president of Source

Entertainment, which owns the hip-hop monthly The Source, and Alvin Childs, The Source's marketing director, are arrested