Frequently Asked Questions

Q: What are the Time Inc. Magazine Archives?
A: The Time Inc. Magazine Archives are five separate archive databases that feature "cover to cover" processing (advertisements, covers, and all areas within an issue) for the following magazines: *Time*, *Life*, *Fortune*, *People*, and *Sports Illustrated*. Coverage for each title goes back to vol. 1/no. 1 for each title and ends at December 2000. Below are descriptions for each database.

The Time Inc. Magazine Archives are valuable to researchers of 20th-century current events, politics and culture, as well as those interested in the history of business, advertising, popular arts and leisure. Product offerings are diverse and each issue is represented in its entirety, including the front and back covers as well as all articles and advertisements contained in the original publication. Articles have been indexed with relevant subject terms to ensure that researchers can quickly find what they are looking for. EBSCO has exclusive rights to sell the Time Inc. titles for all institutional markets.

The *Time Magazine Archive* presents the complete digital version of more than 77 years of the prominent weekly news magazine dating back to its first issue in March, 1923 through December, 2000 in a comprehensive cover-to-cover format. Published weekly by Time Inc., the magazine has focused on conveying to a broad audience a wide range of topics, including national and international current events, politics, sports, health, technology, and entertainment. Capturing the relevant news each week, *Time Magazine* has become an important resource for researchers studying just about any aspect of 20th-century history and life.

The *Fortune Magazine Archive* presents the complete digital version of more than 70 years of the long-running business magazine dating from its very first issue in February, 1930 through December, 2000 in a comprehensive cover-to-cover format. Published monthly by Time Inc., the magazine initially provided news and analysis of America. Later, it began to cover international business, economics, technology, and industry. Each issue features full-color illustrations and photographs, as well as in-depth feature articles, unlike other business magazines at the time, which were merely black and white compendiums of statistics and figures. Best known for its Fortune 500, a ranking of companies by revenue, the *Fortune Magazine Archive* is a valuable resource for researchers interested in 20th-century business, industry, commerce, and economics.

The *Life Magazine Archive* presents the complete digital version of more than 64 years of the famed photojournalism magazine, spanning its very first issue in November, 1936 through May, 2000, the last regularly published issue, in a comprehensive cover-to-cover format. Published by Time Inc., the magazine has featured story-telling through documentary photographs and informative captions. Each issue visually chronicled national and international events and topical stories, providing intimate views of people from around the globe. The *Life Magazine Archive* is a valuable resource for researchers of 20th-century current events, politics, arts, and culture.
resource for researchers working on a wide variety of global topics, including 20th-century events, politics, culture, advertising, popular culture, and photojournalism.

The **People Magazine Archive** presents the complete digital version of more than 20 years of the well-known popular magazine dating from its very first issue in March, 1974 through December, 2000, in a comprehensive cover-to-cover format. Published by Time Inc., the magazine has focused on the stories of people in and behind the news. Each issue contains a blend of celebrity and human interest stories. Taken as a whole, the archive chronicles the rise of celebrity culture, the growth of the entertainment industry, and changing trends in art, fashion, music, movies, and literature over time. The **People Magazine Archive** is a valuable resource for researchers interested in late-20th-century American life and popular culture.

The **Sports Illustrated Magazine Archive** presents the complete digital version of more than 46 years of the popular sports magazine dating from its very first issue in August, 1954 through December, 2000, in a comprehensive cover-to-cover format. Published by Time Inc., the magazine has aimed to chronicle the weekly events in the world of sports. Each issue originally focused on more exclusive sporting activities such as polo and boating, but in the 1960s the magazine expanded its focus to include the increasingly popular professional sports of baseball, football, and, eventually, basketball. The **Sports Illustrated Magazine Archive** is valuable to researchers interested in the rise professional sports in the 20th century, the increasing importance of high school and college athletics, and the popularity of events such as dog shows and the Olympics. It is also an important resource for those studying the history of advertising, entertainment, and popular culture.

The cover-to-cover format means each issue is presented in its entirety, including the front and back covers as well as all articles, photographs, illustrations and advertisements contained in the original publication. Articles have been indexed with relevant subject terms to ensure that researchers can quickly and accurately find what they are looking for.

**Q: Are Special Issues included in the archives?**

**A:** Yes and no. The Time Inc. Magazine Archives have many special issues, but not all special issues a given magazine published. Special issues generally fall into two categories. The first are special issues that come with an annual subscription, for example, the Sports Illustrated Swimsuit Issue. These are included in the archives. The second type are not included in the archives and consist of special issues that are a "one-off," typically something topical, for example, the special issue of Time Magazine published after a world event like the death of Nelson Mandela in 2013. Regional issues and daily publications during the Olympics for Sports Illustrated are another example of special issues not included in the archive. These were only available for purchase at the news stand.

**Q: You mention that "articles" are indexed. Are the advertisements indexed too?**

**A:** Advertisements are currently not indexed. Each of the advertisement articles does prominently feature the name of the advertiser, usually the company name, to facilitate research of a particularly company or industry.

**Q: I'm not seeing covers or advertisements in a lot of the issues. What's going on?**

**A:** We released the databases in early March 2016 without covers and advertisements and will be adding them through the end of 2016. This process is scheduled to be completed in the Fall of 2016.

**Q: Some issues do have covers and advertisements. What issues do and which ones don't?**

**A:** Each week there will be more and more issues that display the covers and advertisements. However, there are
25 selected issues, five from each magazine, that have been fully processed so you can get a sense of what the final product will look like. They are as follows. The first issue of each magazine has been fully processed along with an additional four issues for each title.

**Fortune.** 2/1/1930, 1/1/1942, 6/1/1951, 12/1/1967, 10/1/1974


**Sample Searches**

**Sports Illustrated**

1. Enter keywords “1954” and “Pontiac” and click **Search**.

2. Select “Pontiac Motor Division of General Motors Corporation” from the 8/16/1954 (first issue) (can also be found by searching AN 112944829).

3. In the detailed record, note that this is an advertisement – document type is **Advertisement**, the title tells the company, and the ISSN number is available.

4. Click **PDF Full Text**.

5. See the ad for the Star Chief Convertible in color.

**Fortune**

1. Enter keyword “meat packing” and click **Search**.

2. Select the choice titled “A Second Ice Age and its Priestess of Antiseptics” (can also be accessed directly by searching AN 59290610)

3. Show the detailed record. Note the extensive subject terms and the NAICS/Industry Codes

4. Click “**PDF Full Text**” on the left.

5. Scroll down through the pages – note color pictures, advertisement for Brooks Brothers.