

ON THE COVER

Hey look, we made front of **The Atlantic**



SUPPLIED IMAGE

The Toronto cover of 'The Atlantic'

U.S. magazine picks four front-page cities as potential winners in the global economic crisis

Feb 18, 2009 04:30 AM

[Vit Wagner](#)

PUBLISHING REPORTER

"Toronto Wins" trumpets the front cover of the March issue of *The Atlantic*, the victorious headline set against a panoramic, lakefront shot of the Rogers Centre, the CN Tower and the skyscrapers of the King-Bay financial nexus.

But before we descend into an orgy of self-congratulation, consider that Toronto is one of four cities touted as a potentially strengthened survivor of the current financial crisis – along with New York, Chicago and San Francisco. And each has its own cover.

Readers across Canada will see the Toronto cover, while those in Chicago and San Francisco have been targeted with specially tailored issues featuring their city on the cover. The rest of the U.S. is receiving the New York version.

The accompanying article, by U.S.-bred, Toronto-based urban theorist Richard Florida, offers a historical analysis of how past financial crises have contributed to the rise and fall of various urban centres and regions. There is actually very little about Toronto in the piece, which focuses more on perceived future losers such as the Sun Belt and suburbia in general.

"Obviously, the intention behind the cover is to try to attract some attention on the newsstand," said Zachary Hooper, who handles public relations for the Boston-based magazine.

"Toronto is indicative of the kinds of cities that Richard Florida talks about in the article. And then, of course, Richard Florida being based in Toronto is an added local hook."

The Atlantic, which underwent a major redesign at the end of last year, averages sales of roughly 20,000 copies per issue at newsstands in Canada, about half that number in Ontario.