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AMERICA’S OLDEST MAGAZINE TURNS 200

INDIANAPOLIS — In 2021, The Saturday Evening Post is celebrating its 200th anniversary.

For 200 years, The Saturday Evening Post has chronicled American history in the making—reflecting the distinctive characteristics and values that define the American way. Right from the start, the editors established a standard of unbiased reporting on a wide variety of subjects. The tone was open-minded but skeptical, moral but with a sense of humor.

Today’s Post continues to delight audiences by bringing historical context to such vital issues as current events, health care, education, and more.

The Saturday Evening Post is America’s oldest magazine, and through decades of journalism, fiction, humor, and even advertisements, it has always distilled the truest version of America. “In many ways, the Post’s depiction of everyday America helped create a national set of shared values,” says Joan SerVaas, the magazine’s publisher, adding, “Every page of the magazine from 1821 to 2021 tells a story of where we’ve been and where we’re going.”

Throughout the bicentennial celebration, The Saturday Evening Post will reprint selections from their vast archive, including some of the magazine’s most iconic illustrations and fiction. For $15, you can enjoy a yearlong subscription to the bimonthly publication and gain access the nearly half-million-page digital archive of nearly every issue ever printed.

Going forward, the Post continues to deliver value to its 250,000 loyal subscribers, covering vital news of the day, profiling inspirational individuals and thought leaders, plus delivering money-saving tips, health news, travel ideas, humor, great fiction, and more. “The history of the Post is a history of America,” notes publisher Joan SerVaas. “We’re proud to be sharing it with our readers.”

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