

SPECULATIVE

THE WEEK

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all you need to know about everything
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DON'T JUST TAKE OUR WORD FOR IT: TRY THE ENCLOSED SAMPLE!

Dear Beatrice,

Some called it madness. He quit his job, throwing caution to the wind. Had to start out from scratch with nothing but a handful of family and friends-type investors and a little garage in Paddington, London. It was a simple idea: The News got so big; packed with more comments than facts. Someone needed to distill it. And Jolyn Connell, Founder of The Week magazine did just that.

All week we scour news, commentary, and opinions from over 200 newspapers, magazines and websites... **so you don't have to.**



What happens next is what our award winning staff do so well:

We select the most intriguing articles, written by the BEST journalists. By Friday, our editors have seamlessly stitched together the facts from each news story, **producing a centrist, balanced view** of what has been happening in the world around you that week.

I'll bet you're thinking "It can't be that easy" to get all you need to know about everything that matters. But we assure you, by subscribing to The Week, it is.

"It's the quickest way of finding out what's been happening all over the world."

- Sir Ranulph Fiennes

We can't promise you that reading The Week will suddenly make you an authority on important subject matters featuring in the news. What we can promise you is that...

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...within just one hour, it'll bring you up to speed on what matters most in national and global news via accurate unadorned prose that gets to the point; we say LESS, so you can think MORE.

But who wants to read last week's news?

If you're looking for news and events that are happening right NOW, our magazine is not for you. But, if you're looking for independent balanced articles in no more than 100 word bitesize chunks, The Week is the right magazine for you. The Week focuses on stories that are still relevant today; it means **you have time to reflect on the last seven days to prepare, forecast and make predictions** for the week ahead.

Try it, if you're looking for:

- **Honesty in a time of growing concern over “fake” news.** Only the best hand-selected articles make the cut. As Publisher, Joseph Pulitzer once said: “Put it before them briefly so they will read it....and above all accurately so they will be guided by its light.”
- **Open-mindedness and balanced editing** via careful curation of the news in a world of increasing division between the Left and Right.
- **Ways to be in the know** about groundbreaking science and technological advancements, and essential business news and analysis.
- **Inspiration** from reviews of the latest art exhibits, music, books, television and film, consumer products, food and drink, and travel.
- **Some good old fashioned self-indulgence** with articles carrying the latest gossip, hot properties, and “controversy of the week”.

Try it if you're looking for **MORE than just news aggregation and indexing.**

Try it if you want to get a **balanced perspective** of how history will be recorded.

Try it if you're **seeking the empowerment that comes from feeling informed** but lack the time to read the broadsheets every day.

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So, in summary, if you're looking for top quality journalism on the big stories in bitesize chunks, **subscribe to The Week today!**

Yours Sincerely,
Margo Getty,
Marketing Director, The Week Subscriptions

P.S. You can also gift The Week to family, friends and colleagues; it's the gift that keeps on informing and entertaining week after week. Purchase a subscription, including 6 FREE issues today. **Simply fill out the subscription form enclosed!**

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