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Following substantial growth in sales and an overwhelming response from readers the *IPA Review* will now be published more often. Beginning with this edition the *IPA Review* will appear every two months instead of quarterly. Furthermore, the structure of the magazine has been changed to give cover a broader range of commentary and policy ideas.

It's coincidental that this decision was taken a few months before the demise of *The Bulletin* was announced. In the wake of the end of *The Bulletin* it wasn't difficult to find any number of analysts, publishers, and pundits predicting the doom of printed current affairs and political journals. Allegedly the internet was to blame. The story went that fewer and fewer people were interested in reading hardcopy journals and magazines. What was wanted instead was something that was instantaneous and able to be downloaded on to an iPhone.

Well—this hasn't been the case with the *IPA Review*. Sales of the *IPA Review* from newsstands around the country have doubled in the last twelve months. Articles and stories from the *IPA Review* have been reprinted in the major news outlets nationally and internationally. And the number of unsolicited contributions has dramatically increased. Clearly the *IPA Review* is having an impact and people want to read it.

The achievements of the *IPA Review* have proven wrong one of the supposed truisms of Australian intellectual life. Namely that left-wingers buy left-wing books but liberals don't buy liberal books. While the *IPA Review* isn't a book of course, the principle still applies. At this stage the circulation of the *IPA Review* doesn't challenge that of magazines of a broadly left-wing persuasion—but it is our aim to change this state of affairs in a very short period of time.

It might simply be that the reason liberals don't buy books is that there are so few books for them to buy. It could be a case of 'market failure'. Few books of commentary, history, or politics are

written because there is no perceived market for such books. By contrast anything that blames John Howard or George Bush for all the ills of the world gets a wide and willing audience.

One of the reasons for the success of the *IPA Review* is that when people buy it they know what to expect. They know that the Institute of Public Affairs and the *IPA Review* will argue for greater personal choice and less government, less tax, and less regulation. Unfortunately that is a perspective all too rarely found in the media in Australia. It is a position the IPA has held to consistently since the Institute's founding in 1943.

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