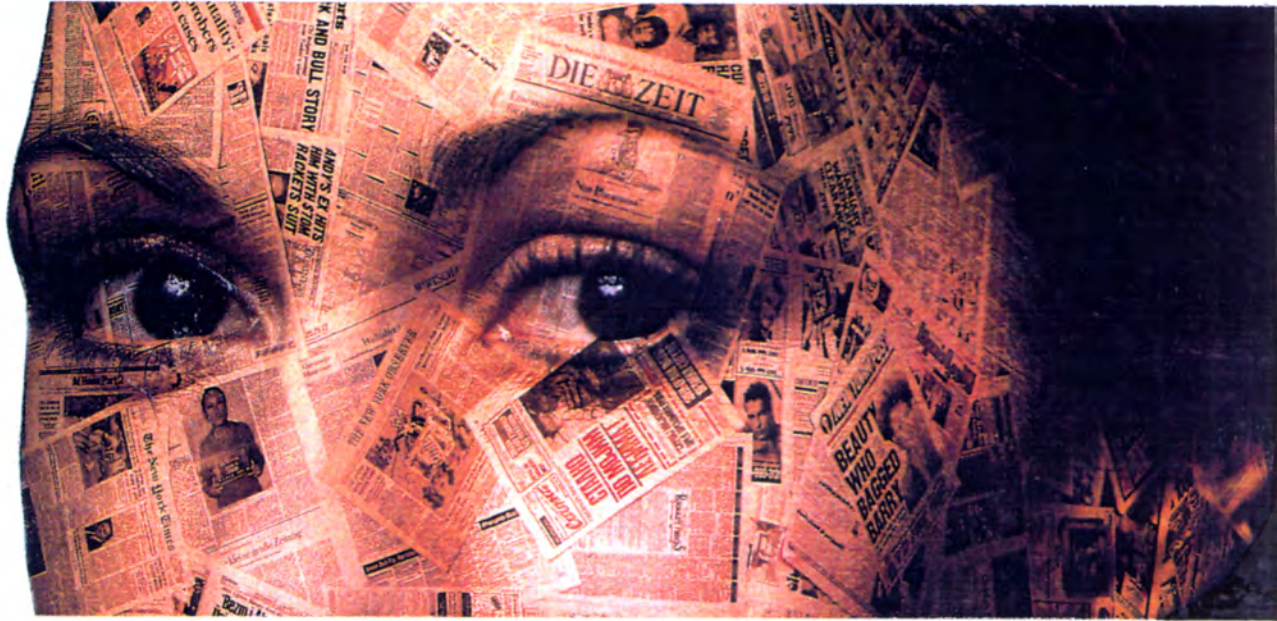


Manifesto for a new magazine

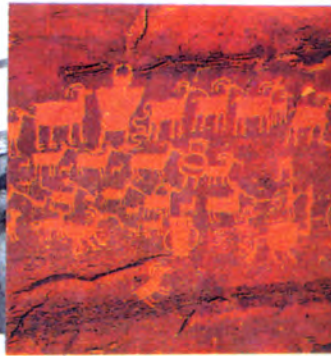
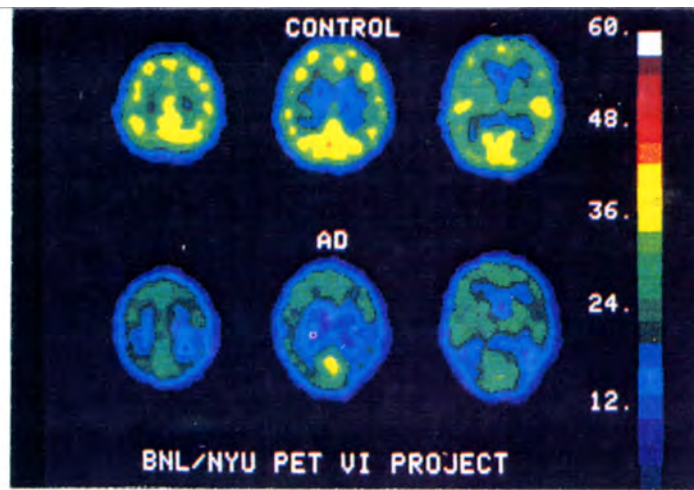
M A N I F E S T



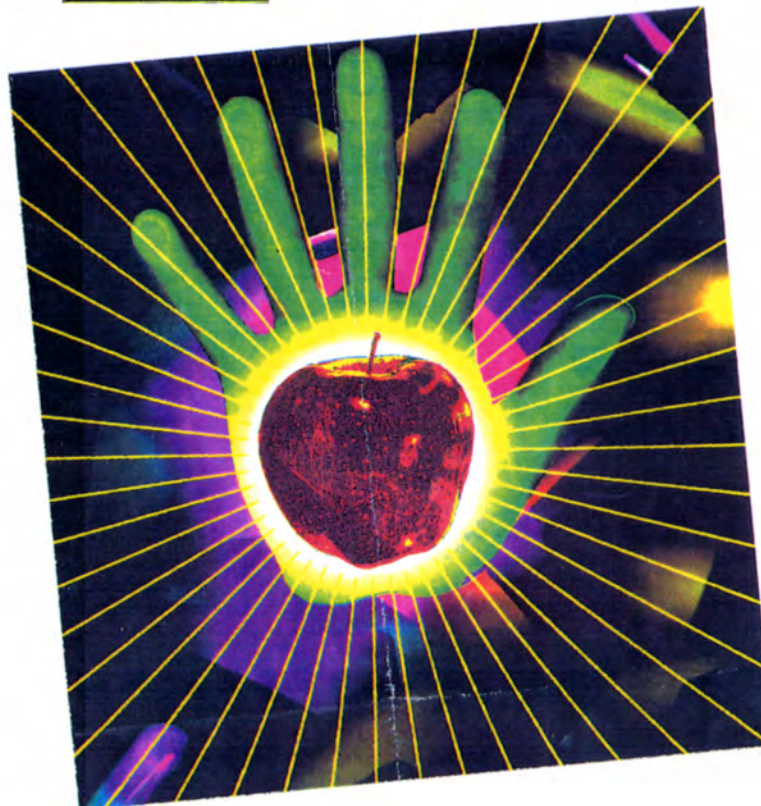
YOU,

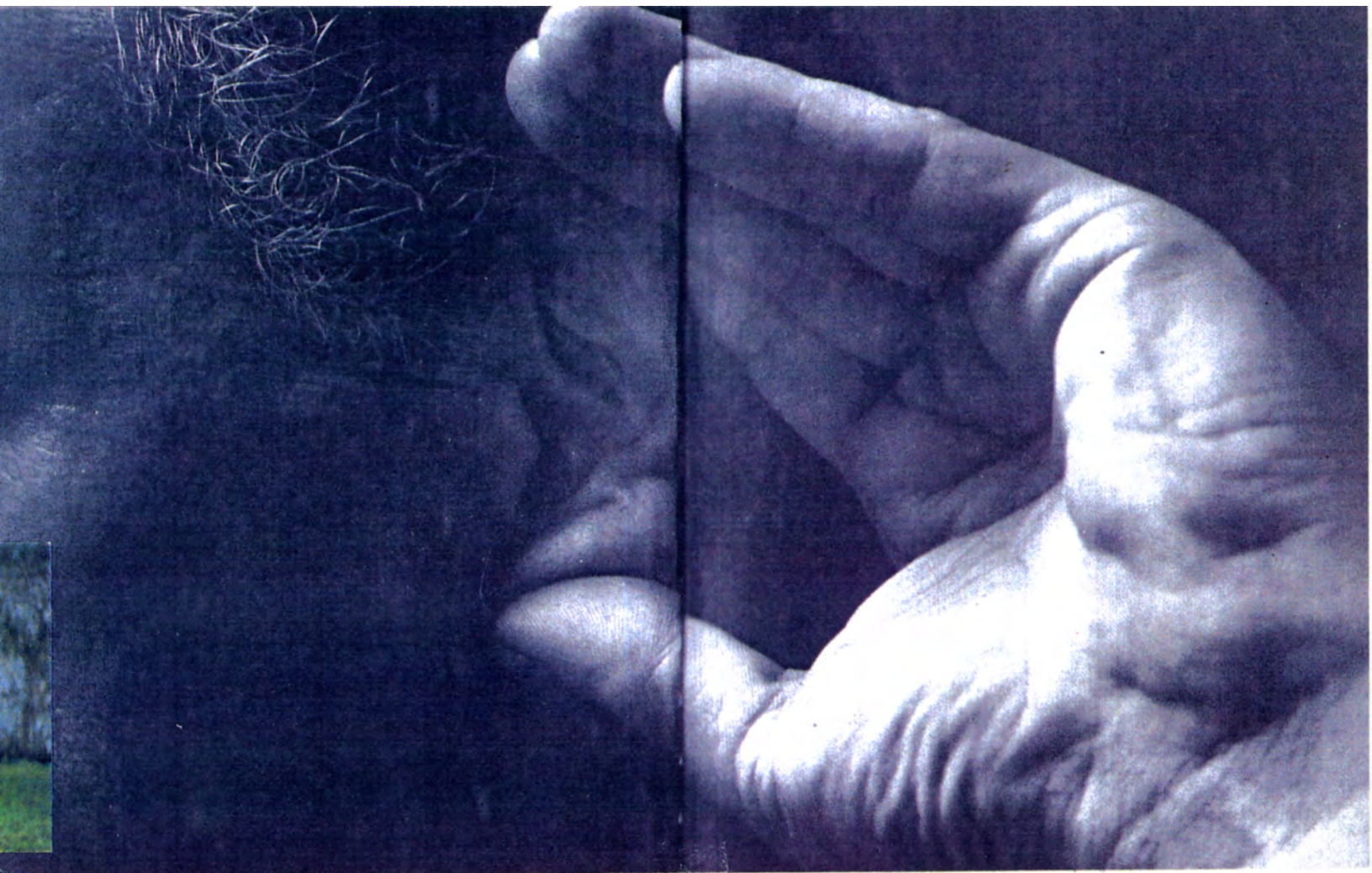
the information rich (informationists, the computer literate, propeller heads - the name isn't important, you know who you are), are the most powerful people on the planet **today.**





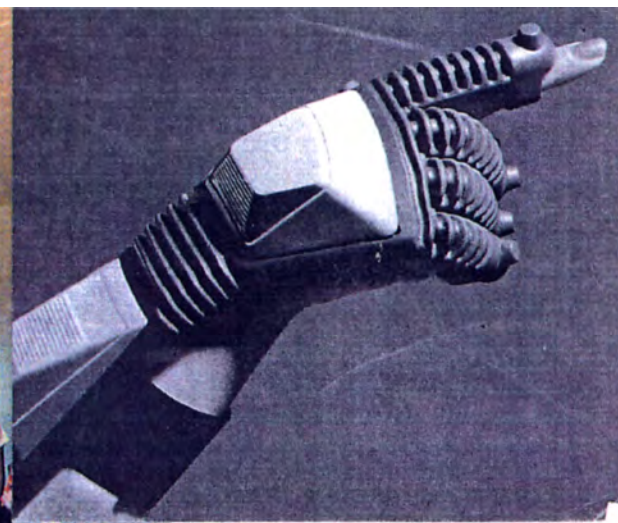
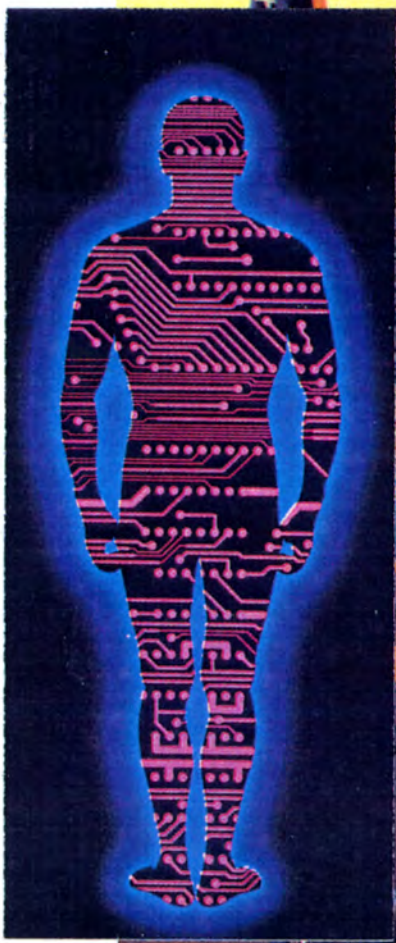
You and the **information technology** you wield are completely **transforming** our lives, our families, our neighborhoods, our educations, our jobs, our governments, **our world.**





So why isn't there a publication about you, about what you're thinking, **what fascinates you**, obsesses you, the kind of life you lead, the startling impact you have?





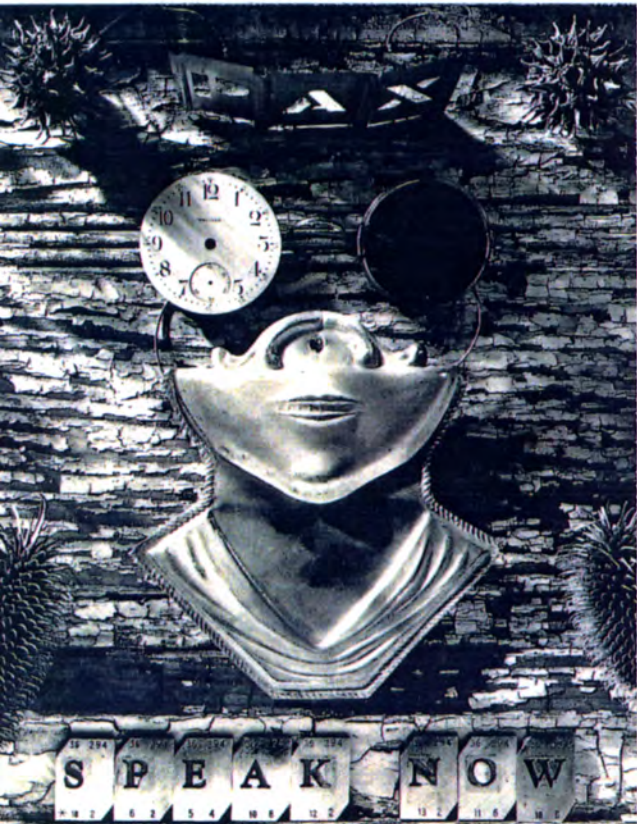
Because basically the preachers, politicians and pundits still haven't gotten it yet, and neither have their media. And **the computer press** – well, if *Rolling Stone* covered music the way computer magazines cover the information society, it would be full of stories about amps and wah wah pedals.





That, in a **nutshell**, is why we started *Wired*.





To provide those who are information rich by profession and preference with what the computer, consumer and business press simply can't: the awareness, the edge and, most important, **the soul of a new society** in wild metamorphosis.

Concretely, that means *Wired* is relentlessly curious not just about technology, but about the people, companies and ideas revolutionizing business, entertainment, education and design today. About what's possible, what's gone horribly wrong, what's amusing, what still needs to be done. In short, about all aspects of life at the cusp of **the new millennium**.

No small ambition. But nothing less than what the times - and you, **the information rich** - demand.

WIRED
Soul of the
Digital Age
Zero Issue

*The FTC's
Secret Agenda
to Dismantle
Microsoft*

*Brit Hume:
What's Wrong
With The
Computer Press*

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John Perry Barlow

**What a Long Strange
Trip It's Been**

The Wired Interview