REPRESENTING THE PINNACLE OF FEATURE PUBLISHING, creative advertising, and photography during London’s Fleet Street heyday, the Observer Magazine offers a treasure trove of historical and cultural journalistic content. Published as a part of The Observer (Sunday newspaper), this iconic magazine encompasses a wide range of topics, from exclusive interviews with A-list celebrities to poignant personal narratives and thought-provoking social issues. Renowned columnists of the era contributed their words of wit and wisdom, complemented by breathtaking photo-reportage from around the globe.

The Observer Magazine came into being in 1964, following the footsteps of The Times, which introduced a magazine in 1962. Inspired by the visual storytelling seen in renowned titles like Paris Match and Life Magazine, this publication marked a turning point as color supplements began to revolutionize the newspaper industry. Spearheaded by its inaugural editor, Michael Davies, the magazine sought the assistance of Life Magazine’s Executive Editor during its initial stages, establishing a distinct visual identity. The magazine’s early success was so remarkable that it became the financial backbone of the entire newspaper within a few years.

Curriculum Focus

- Anthropology
- Art and Art History
- Communications
- Media Studies
- Gender Studies
- History
- International Relations
- Journalism
- Literature
- Photography
- Political Science
- Popular Culture
- Public Policy
- Sociology
- Visual Arts

Why Historical Newspapers: Observer Magazine?

- **Extension to The Guardian and The Observer:** The Observer Magazine (1964-2003) is available as an add-on purchase to the Historical Newspapers: The Guardian and The Observer (1791-2003) providing enhanced coverage of the social, cultural, and artistic aspects of the era. This archive presents grayscale images.

- **Cultural studies and societal shifts:** The Observer Magazine offers a lens into cultural studies and the evolution of societal shifts over time. The magazine covers a wide range of social issues, cultural phenomena, and lifestyle trends, providing valuable material for analysis and discussion.

- **Insight into multiple perspectives:** Not only does presenting this magazine on the ProQuest platform allow for cover-to-cover browsing of complete issues of the Observer Magazine, but users can find a broader view of issues and events by cross searching all of ProQuest’s full-run, full-image historical newspapers.

- **Primary source material:** By delving into this archive of 1964-2003, students can explore in-depth analysis and cultural trends from that era, enabling them to examine and analyze societal changes, political events, and cultural shifts over nearly four decades.


September 6, 1965: The first issue of the Observer Magazine featuring Lord Mountbatten.