



Women's Magazine Archive

Revelations that span generations

Some of the most compelling insights into women's history in the United States and beyond aren't found in textbooks or encyclopedias, but among the glossy pages of the popular consumer magazines of their time.

Indeed, such magazines deliver unique primary sources through which scholars can interpret 19th and 20th century culture and society. Archival issues, however, were typically limited to incomplete stacks of aging, torn and fragile hard copies.

Now ProQuest brings to digital life decades of women's-interest magazines – cover to cover, including ads, editorials, and images – to support scholarly research and general interest.

Features

- Coverage spanning 1846 to 2005 – 150+ years of content*
- A large body of international content across eighteen magazines – over 2.5M pages in total
- Custom article-level document type/feature limiters enable users quickly to access the sort of material most relevant to their research (e.g. advertisements, fiction, illustrations)
- The rich visuals provide a “print experience” that puts the articles into better context

The Names Readers Know

Women's Magazine Archive consists of three collections, each spotlighting a set of titles whose names still resonate today:

Collection 1:

- *Better Homes & Gardens* (1922 to 2005)
- *Chatelaine* (1928 to 2005)
- *Good Housekeeping* (1885 to 2005)
- *Ladies' Home Journal* (1885 to 2005)
- *Parents* (1926 to 2005)
- *Redbook* (1903 to 2005)

Collection 2:

- *Cosmopolitan* (1886 to 2005)
- *Essence* (1970 to 2005)
- *Seventeen* (1944 to 2005)
- *Town and Country* (1846 to 2005)
- *Woman's Day* (1937 to 2005)
- *Women's International Network News* (1975 to 2003)

Collection 3:

- *Company* (1978 to 2005)
- *Cosmopolitan* [UK Edition] (1972 to 2005)
- *Flare* (1979 to 2005)
- *Good Housekeeping* [UK Edition] (1922 to 2005)
- *Prima* (1986 to 2005)
- *She* (1955 to 2003)

In all, Women's Magazine Archive will deliver over 2.5M pages. The content supports research across disciplines, providing unique perspectives on women's studies, history, the arts, sociology, politics, fashion, health, marketing/media, and more.

** Our policy is to include every issue from the first (through to 2005 or the publication ceased date) and to scan from cover to cover. Due to the rarity of the source content, however, there are small gaps (pages/issues).*



To talk to the sales department, contact us at **1-800-779-0137** or sales@proquest.com.



Why Women's Magazine Archive?

In the full-color digitized pages of Women's Magazine Archive, readers will find everything from records of evolving assumptions about gender roles to fascinating glimpses into the homes, politics, careers, and goals of women.

With articles, advertisements, covers, and other content types individually indexed with fully searchable text, users can easily search across this material to locate remarkable content.

Each publication in these collections has its own emphasis and content-type:

- *Good Housekeeping*, for example, was a renowned source of advice on all aspects of home and family life.
- *Ladies' Home Journal* included articles by social reformers such as Jane Addams.
- *Redbook*, which targeted married women, emphasized aspirations to intellectual growth.
- *Essence* took an activist role in the progress of African American women.
- *She* was a lifestyle title notable for its bold content and frequent use of visual storytelling.
- *Cosmopolitan* is known for its groundbreaking coverage of sex and relationships.



Using Women's Magazine Archive

Example university courses/modules that Women's Magazine Archive would support include:

Indiana University

Gender, Sexuality, and Popular Culture

"Examination of popular cultural 'makings' of masculinity, femininity, and sexuality through typical representations of gender within fiction, theater, cinema, radio, music, television, journalism, and other mass media"

University of North Carolina Chapel Hill

Women, Work and Leisure

Explores the "implications of the relationship between women and leisure from a lifestyle perspective" and "the changing role of women and changing leisure concepts from a feminist perspective"

Western University

Women and Popular Culture: Garbo to Gaga

This course considers "how are women represented in popular culture?" and how "women's images in the media, from newspaper and magazines to television, film and music videos produce particular notions of what it means to be a woman, be feminine, etc."

Albany University

Women and the Media

Exploration of "how intersections of race, gender, class, nationality, sexuality, age, and (dis)ability shape representations of women in mass media"

Eastern Michigan University

History of Women in the United States Since 1865

Traces the "varied experiences" of women in modern US history as they "waged social reform movements, labored in the workforce, raised families, and negotiated constructions of femininity and womanhood."



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