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By [Linda Zebian](#)

Atlantic Monthly Funds New Harvard Title

Harvard University graduate Bom. S. Kim has launched *02138*, a magazine aimed at Harvard grads and beyond. The magazine launch is funded by The Atlantic Media Company owner and Harvard graduate David Bradley, and accounts for the first launch title Bradley has ever invested in.

The magazine, slated to launch in October 2006, is a lifestyle title covering breaking news, politics, entertainment and more. The first two issues will be mailed to 50,000 Harvard alumni and will also be made available at Harvard reunions and events.

Kim will serve as founder and president of the Boston-based publication, overseeing former *Atlantic* associate publisher Meredith Kopit, who will serve as publisher. Editorial director, Caroline Miller served as editor-in-chief of *New York* magazine and former *Fast Company* founding designer Patrick Mitchell will join as creative director.