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## **Atlantic Media's 02138 to Hit in October**

**Tony Case**

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Named for the Zip code of Harvard University home Cambridge, Mass., 02138, a magazine aimed at alumni of the prestigious school, debuts in October. The startup is funded by Atlantic Monthly parent Atlantic Media. The first, 120-page issue will feature a cover story on The Harvard 100, a ranking of the university's most influential living graduates. The first two issues will be mailed to 50,000 alumni.

The magazine will also be distributed at select Harvard events. 02138 aims to get ad business from categories including automotive, financial services, tech and luxury goods, said publisher Meredith Kopit.