

ABOUT NEW ATLAS

New Atlas has been celebrating innovation and human endeavor since our first website launched in March 2002.

Since then we've produced more than 60,000 articles covering advances in technology, science, transportation, architecture, design, and many other disciplines.

Why New Atlas? An atlas is a collection of maps, and maps are the tools we use to explore and define new frontiers. That's our mission: to trace the development of extraordinary ideas that move the world forward.

We have a readership of approximately four million unique visitors a month, and more than 200,000 people receive our email newsletter each day. Our primary audience is in the USA, Canada, Europe and Australia, but we have readers all over the globe.

New Atlas is dedicated to delivering reliable, no-nonsense journalism. Our editing and checking system has been developed over 20 years to ensure consistency, accuracy, and transparency. We are 100% independent and self-funded, we write our own articles, and our opinions are not for sale. We respect and value the opinions of our readers, and we aim to inspire, not ridicule.

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