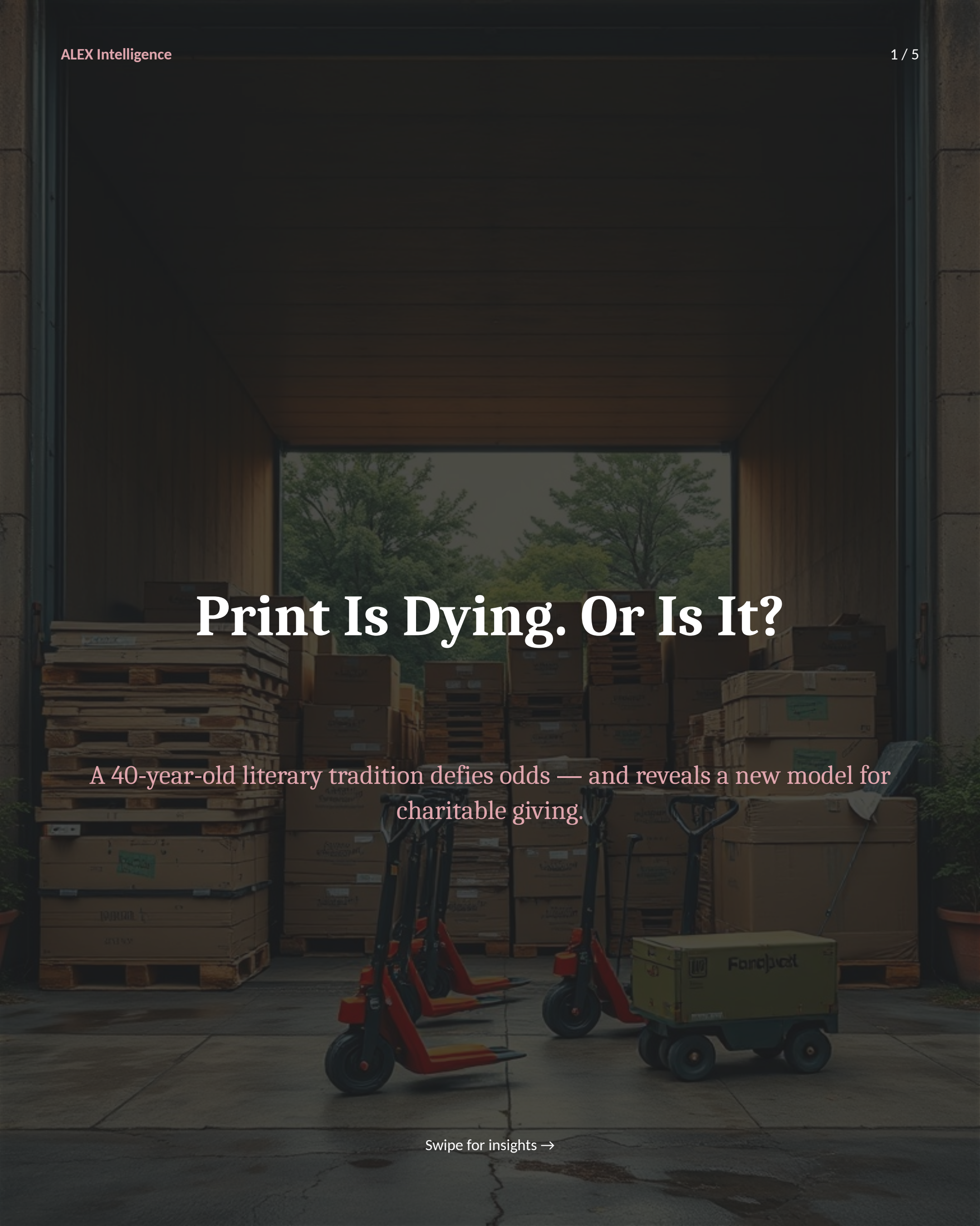


Print Is Dying. Or Is It?

A 40-year-old literary tradition defies odds — and reveals a new model for charitable giving.

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THE DATA

40

Years of Continuous Publication

The Harvard Review, evolving from Erato, has now endured for four decades.

Since its founding in 1986, Erato has evolved into the Harvard Review, maintaining publication for 40 years despite the rise of digital media and waning print readership. This longevity reflects a sustained commitment to literary culture — not just survival, but continuity.



Source: Harvard Gazette · Published November 13, 2026
https://news.harvard.edu/gazette/story/2026/11/print-optimists-sort-of/

01

Legacy Through Continuity

The enduring life of a literary magazine mirrors the impact of a charitable remainder trust: sustained value over time. Just as donors establish trusts to preserve wealth for future generations, institutions like the Harvard Review preserve cultural capital across decades. The real estate equivalent? Donating appreciated property with a long-term stewardship clause — not just a one-time gift, but a generational commitment.



02

Idealism as Infrastructure

The panelists described their work as 'an idealist’s game' — driven not by profit, but by purpose. This ethos aligns with the core of charitable giving: the belief that value extends beyond market price. In real estate, this translates to donating land or buildings to cultural or educational nonprofits, where the asset’s purpose becomes its primary metric. The tax benefit is real, but the true return is in the perpetuation of mission-driven legacy.

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