Entertainment Weekly

Magazine Research Record



Entertainment Weekly, No. 889, August 4, 2006. Snakes on a Plane cover.

Publication Identification

Field	Information
Country	United States
Publisher	Time Inc.
Publisher address	Pending research update
Magazine title	Entertainment Weekly
Publication status	Print edition discontinued in 2022; the publication continued as a digital brand.
Publication run	Print: February 1990 to April 2022. Digital publication continued after the print edition ended.
Editor	Pending research update
Printer	Pending research update
ISSN	1049-0434 (bibliographic reference; not verified against the represented issue's masthead)
Language	English
Publication type	General-interest entertainment and popular culture magazine
Publication frequency	Weekly
Collection coverage	No. 889, August 4, 2006
Earliest issue represented	No. 889, August 4, 2006
Latest issue represented	No. 889, August 4, 2006
Issue represented	No. 889, August 4, 2006
Years represented in collection	2006

Preservation Significance

This issue has preservation significance because it records how a mainstream American entertainment magazine presented snakes to a mass audience during the 2006 Snakes on a Plane phenomenon. The cover does more than advertise a film: it preserves a cultural example of snakes being used as visual shorthand for fear, danger, and terror. Such portrayals can reinforce an unjustified fear of snakes and make later public education about their behavior and ecological value more difficult. Preserving the physical issue allows future readers to examine the imagery, language, and marketing in their original context rather than relying on later descriptions of the campaign.

Publication Metadata and Masthead Documentation

Field	Information
Issue number and date	No. 889; August 4, 2006
Publication company	Time Inc. Issue-specific masthead verification pending.
Editorial scope	Film, television, music, books, and other popular culture
Original print frequency	Weekly in 2006
ISSN (print)	1049-0434 (bibliographic reference; not verified from this issue's masthead)
Editors and other masthead credits	Pending research update
Principal cover story	Snakes on a Plane
Cover image	Samuel L. Jackson posed with snakes and an airplane motif
Other cover subjects	Spider-Man, Superman, Veronica Mars, Lost, and other entertainment coverage

International Distribution

The publication originated in the United States. The supplied cover and collection record do not establish which foreign countries received this particular issue or whether international editions carried the same cover. International distribution for No. 889 therefore remains unverified.

Issues Represented in the Collection

Field	Information
No. 889 (August 4, 2006)	Snakes on a Plane cover featuring Samuel L. Jackson. The issue presents the forthcoming horror thriller as a pop culture event and questions whether its unusual marketing could influence the movie business.

Cultural Representation of Snakes

Although this is an entertainment publication rather than a scientific source, its snake imagery is evidence of how popular culture uses snakes to evoke fear, danger, suspense, and spectacle. The cover explicitly markets the movie as frightening. Such portrayals can contribute to negative public perceptions by repeatedly associating snakes with terror rather than their ecological roles or ordinary behavior. The point is not that entertainment publications are expected to teach herpetology. It is that repeated cultural portrayals can shape public attitudes toward animals.

Publication History and Research Documentation

Entertainment Weekly began publication in February 1990 as a Time Inc. magazine. It was a weekly publication when No. 889 appeared in August 2006. The print frequency later changed to monthly in 2019, and the final print edition appeared in April 2022. The title continued as a digital publication. These broader publication dates should not be confused with the single 2006 issue represented in this collection.

The issue number, date, principal cover subject, visible wording and cover imagery are supported by the supplied photograph. The publisher, frequency and interpretive focus are documented in the supplied collection draft. The print discontinuation was corroborated by contemporaneous reporting in February 2022. The issue-specific masthead details remain pending research update, so personnel and printing details have not been invented.

Sources and Verification Notes

- Physical cover photograph: Entertainment Weekly No. 889, dated August 4, 2006. Primary collection evidence.
- Supplied working document: Entertainment Weekly, Snakes on a Plane Issue in Collection Record. Source for existing identification and preservation commentary.
- Los Angeles Times, February 9, 2022, "Entertainment Weekly, InStyle and four other Meredith magazines will cease print publications." https://www.latimes.com/entertainment-arts/business/story/2022-02-09/iac-will-cease-printing-entertainment-weekly-and-other-meredith-magazines
- Forbes, February 9, 2022, "IAC Scrapping Print Editions Of Instyle, Entertainment Weekly And Other Magazines." https://www.forbes.com/sites/marisadellatto/2022/02/09/iac-scrapping-print-editions-of-instyle-entertainment-weekly-and-other-magazines/