

Mere Thelema's Subscription Model

Staff Writer · 1 June 2026

Mere Thelema exists because we believe Thelema deserves serious public thought.

Not merely slogans. Not merely inward-facing commentary for those already fluent in the tradition's language, history, and controversies. Not merely reactions to whatever argument happens to be passing through occulture's taking heads this week. We want to publish work that is spiritually serious, intellectually honest, culturally engaged, and genuinely useful: *work that can speak to Thelemites, to seekers, to critics, and to those who may only be encountering Thelema for the first time.*

That kind of work needs a home. There has never been an online presence for serious literary work concerning *applied* Thelema written by Thelemic and Thelema-adjacent authors.

Any website can be improvised. It has content that is churned out by those looking to dump their thoughts to anyone who will read them. A journal—and especially one of this nature and scope—has to be cultivated. It requires writers, editors, reviewers, readers, infrastructure, time, care, and continuity. It requires a community of people who believe that the work matters enough to sustain it.

For that reason, *Mere Thelema* has what we are calling a **Webwall** for subscribers and members.

The Webwall

The Webwall is simple. New articles will remain freely available to everyone for a period of time. After an article has been public for thirty-one (31) days, it will move behind the Webwall. To remove the Webwall and access the archive, readers will simply need to subscribe by joining our email list.

That is all. Your email address in exchange for access. Nothing more.

Subscribers

To say this as plainly as possible: ***Mere Thelema* will remain free to read.** We are not putting the journal behind a traditional paywall. We are not asking readers to become paying members just to encounter the work. We are asking those who wish to read our older essays, reviews, columns, and other archived material to subscribe with an email address.

In return, subscribers will receive unfettered access to archived articles, the *Mere Thelema* Digest of articles published over the past month, and occasional updates on the life and work of the journal.?

This matters because *Mere Thelema* is not trying to become another content machine. We are not interested in flooding inboxes, chasing outrage, or confusing constant publication with meaningful contribution. We would rather publish quality pieces that matter than many pieces that merely occupy space. We would rather cultivate a readership than harvest attention.

The Webwall helps us do that.

It gives us a way to know who is actually reading. It allows us to build a durable relationship with our audience that does not depend entirely on social media platforms, search algorithms, or the accidental circulation of a single post. It allows readers who care about the work to remain connected to it. It also allows us to develop a more intentional archive: not a pile of old posts slowly disappearing into the machinery of the internet, but a living body of work available to those who have chosen to remain in conversation with us.

Subscription, in this sense, is *not* membership. A **subscriber** is someone who wants to read *Mere Thelema* and stay connected to the journal. A **member** is someone who wants to help sustain the project more directly.

That distinction is important.

We want **subscribers**. We want readers. We want people to encounter the work, share it, argue with it, return to it, and use it. A journal that speaks only to its financial supporters has misunderstood its public vocation. *Mere Thelema* is meant to be read.

Members

But we also need **members**.

Members are those who choose to support the larger endeavor: the writers, the editorial process, the technological infrastructure, the long-term development of the journal, and the broader institutional work that makes serious publishing possible. Membership is not simply a transaction for exclusive goods. It is a form of patronage.

Tim Carmody described this beautifully in his essay "[Unlocking the Commons](#)," where he wrote, "Fans support the person and the work. But it's not a transaction, a fee for service. It's a contribution that benefits everyone." He adds, with admirable clarity, "Free-riders aren't just welcome; free-riding is the point."

That is close to the spirit we want to preserve.

Members support *Mere Thelema* not so that everyone else is shut out, but so that the work can continue to be offered widely. They help make possible an intellectual and spiritual commons: essays, reviews, theological reflections, cultural criticism, political thought, conversations on technology, book reviews, and serious writing on the conditions of life in the present age.

At the moment, members of *Mere Thelema* will receive everything that subscribers receive:

- access to all archived articles *and*
- the *Mere Thelema* Digest monthly newsletter.

We are also working to add more value before the end of Summer 2027, including

- access to *Mere Thelema's* private online Network Union, **The Island**, planned for launch in Q4 2026;
- the print edition of the *Mere Thelema Journal*, to be released each equinox beginning Spring 2027, with exclusive essays from authors on spiritual formation, culture, theology, politics, global issues, technology, and major book releases;
- and more!

Your membership helps us get there.

And, of course, we think these benefits matter, but they are not the whole point.

The point is the work.

The Relational Model

Thelema has never lacked intensity. It has never lacked brilliant eccentrics, private revelations, fierce declarations, or flashes of genius. What it has often lacked are durable intellectual and cultural institutions: places where that intensity can be refined, tested, clarified, challenged, and offered back to the world in a form that can endure.

Mere Thelema is one attempt to help meet that need.

The Webwall is a practical step toward that future. It is not a wall against the world. It is a threshold into a more intentional *relationship* between the journal and its readers. It allows **anyone** to read new work freely. It allows **subscribers** to access all the past articles published. And It allows **members** to support the deeper life of the project.

That is the model.

Read freely. Subscribe to stay connected. Become a member to help sustain the work.

We are grateful for every reader who finds their way here. We are grateful for every subscriber who joins the list. And we are grateful for every member who chooses to help *Mere Thelema* become something more than a website: a serious, lasting home for serious Thelemic thought.

Mere Thelema · <https://merethelema.thelemafdn.com/essays/webwall-model> · Downloaded 15 October 2026