

LA2DAY.com Launches: Online LA Lifestyle Magazine Promises Less Tinsel, More Town

A 30-person staff of experts in art, food, fashion, film and more have come together to create LA2DAY.com - a stylish and provocative new website, offering a unique perspective on Southern California culture.

May 23, 2007 (FPRC) -- Los Angeles, CA -- The online-only magazine (<http://www.la2day.com>) offers an eclectic mix of features and reviews for LA locals and visitors who want to experience the vibrant creative scene thriving off the beaten freeway.

“LA2DAY was created as a stylish, easy-to-navigate online magazine with content that covers all the essential lifestyle categories in the LA area. The subject matter is not mainstream and therefore offers a more unique and insightful perspective of what the city has to offer,” says Tim Verbeek, CEO and founder of LA2DAY.

The magazine-sophisticated and internet-convenient publication is one of the first resources of its kind to exist exclusively online. With the internet fast-replacing hard-copy magazines and newspapers as the preferred source of information, LA2DAY takes full advantage of its online environment. The LA online magazine is constantly updated and fully archived, to deliver timely and comprehensive coverage of LA nightlife, dining, music, and local happenings.

This puts LA2DAY readers just a click away from information and insights they won't get anywhere else. Because, unlike other publications that cover the high-profile, touristy side of Los Angeles, LA2DAY.com offers an insider look into the LA events and lifestyle that readers are unlikely to find anywhere else.

“Our writers truly represent what LA is all about,” explains Verbeek. “They're a diverse group in terms of age, race and background. What we looked for in building the editorial team were people who are passionate about the subjects they write about - trend setters, not trend followers.”

The 30-person staff includes a stand-up comic, a former LA Times columnist, students, young professionals, artists, moms, film-makers and others who write from experience and write from their hearts.

Verbeek says, “We don't feel we're directly competing with existing publications because we offer something much different. Our content and subject matter are carefully chosen and reach a level of authenticity you don't often find anywhere else because of the fact that our writers ‘live’ their scene and interest daily.”

About LA2DAY: LA2DAY (<http://www.la2day.com>) is an alternative online lifestyle magazine dedicated to providing Angelenos with insightful and provocative content. The 30 person editorial staff reports on the vibrant, energetic city thriving beneath the city's meticulously maintained surface.

Contact Information

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Keywords

[LA events](#)

[LA nightlife](#)

[LA online magazine](#)

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