

LA Locals Have a Taste For the Quirky and Non Conventional

Online LA Magazine LA2DAY wins the hearts and minds of adventure-seeking locals and tourists; expands staff to include 60 journalists to cover the cultural undercurrent beyond the glitz and glamour of the City of Angeles.

July 24, 2008 (FPRC) -- Los Angeles, CA -- Judging by the fast-paced growth of online LA Magazine LA2DAY, LA locals and area visitors have a taste for quirky, underground stories beyond the glitz and glamour often reported from the City of Angeles.

Just 18 months after launch, LA2DAY, a favorite source for the inside scoop on entertainment, news, cuisine, and things to do in Los Angeles, announced that it has expanded its staff to include 60 local LA writers and 8 editors, one for each of the magazine's sections.

The humorous, satirical, witty, and personality-rich team of local writers, paint stories from the heart of LA, covering local events, restaurants, and hotspots that are off the beaten path of the tourist crowd.

'We cover mainstream LA from an urban, fresh perspective and also focus on the undercurrent – the things you don't hear about in traditional media. There are spas and restaurants that aren't typically covered by mainstream media and advertising where the vibe of LA is absolutely radiant,' said Tim Verbeek, founder and CEO of LA2DAY.

Unlike most traditional magazines, LA2DAY journalists aren't assigned articles and instead write about the things they see and experience in and around LA - the things they are passionate and knowledgeable about.

An example of LA2DAY's brazen beat reporting is eminent in the recent Talk! section article 'Super Hot American Girl Patriots Save Victims of Foreclosure, \$1.99 at a Time.' Writer Robyn Ewing combines tongue-in-cheek humor with a straight-shooting report of a scene involving bikini-clad Alicia Arden and friends, the paparazzi, and the sidewalk of Bank of America's Hollywood and Vine branch, which became the scene of a fundraising event turned mild protest.

The personality-packed writing style, consistent stream of fresh content, and street level voice have helped the LA magazine establish a loyal band of readers and has turned the heads of traditional media publications.

At inception just 18 months ago, the online LA magazine was somewhat of an underground site for locals. Today, LA2DAY draws more that 100,000 readers per month and has becoming a premier online destination for savvy tourists and a wide demographic of Angelenos seeking new sights, sounds, and tastes.

The online LA magazine has grown to include eight unique sections: Home, Calendar, Nightlife, Dining, Fashion, Music, Art & Design, Movies, Health & Beauty, Talk!, and Toys. The eight defined section offer a wealth of fresh content for readers daily, as well as a well-defined niches for advertisers. In addition to banner advertising, LA2DAY also offers 'Beyond the Banner' advertising, featuring industry experts in articles, forums, and other content based formats.

'Our plan has been to develop truly dedicated readers through the development of excellent content and a strong journalistic team. Judging from our return traffic and consistent reader interaction, our team has done an amazing job of accomplishing that goal,' said Verbeek.

Those interested in keeping abreast of the trends and happenings in LA can visit <http://www.la2day.com> or subscribe to the weekly newsletter for upcoming events, news, and true life stories delivered right to their email box.

About LA2DAY: LA2DAY.com is a Los Angeles magazine devoted to discovering the undiscovered gems of Los Angeles. For all who call alternative LA home and for kindred spirits on a weekend pass, LA2DAY.COM illuminates fresh currents and extraordinary experiences. Whether you are a permanent Angelino or one of the twenty-four million people who visit Los Angeles each year, LA2DAY.COM is the place to find unique restaurants, attractions, adventures, hotels, hotspots and much more.

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