

SO HAPPY 2TOGETHER

 PUBLISHING & MEDIA

Aimed at urban couples, Toronto-based 2 Magazine is the first to provide couple-centric entertainment, information, guidance, and advice in an irreverent editorial package.

 OK, compared to the previous mobile content examples, [Canadian 2 Magazine](#) is very paper-based, but it fits well with the niche magazine trend, which has already spawned gender specific shopping-only mags like [Lucky and Cargo](#). The Toronto-based 2 Magazine is a quarterly lifestyle magazine for both genders, aimed at 25- to 34-year-old urban couples, providing couple-centric entertainment, information, guidance, and advice in a gender-neutral, honest, edgy, and irreverent editorial package. The debut issue of 2 Magazine hit Canadian newsstands in March 2004. It featured columns and pieces like “Get It On! 9 Essential Albums to Put Both of You in the Mood”, “15 Excellent Couple Adventures”, “Money + Couples = Arrrgh!”, and “Ask The Smug Married Couple”. A lifestyle magazine aimed specifically at young, trendy urban couples has the potential to elicit the same “oh, gimme a break” response one would utter after witnessing an extended public display of affection, but 2Magazine’s tongue-in-cheek style coupled with real, useful advice could make this mag a sleeper hit. And having Neil Morton (the former editor-in-chief of the award-winning pop culture-forward Shift) at the helm can’t hurt either. 

Opportunities

More people than ever are coupling up for the first time in their late 20’s and early 30’s. The current median age for marriage in the US has risen to 25 for women and 27 for men, and there are more than 5 million unmarried cohabiting couples currently in the US alone (and millions more in Europe) – a nice little niche market, especially when you consider that those newly-coupled urbanites consider trend-forward goods and entertainment to be a basic necessity. It’s too early to call a yeah or nay on 2 Magazine, but if a mag geared to such a specialized demo can survive and thrive, it opens the door for all sorts of biz opportunities for goods and services geared specifically toward urban couples. Time to publish (or advertise in) the European, Asian, or South American edition?

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Website: www.2magazine.com/