

Case Study: 2 - The Magazine for Couples

www.2magazine.com

2 is a bold new Canadian magazine: a clever, funny read with a sharp design sense and a delightfully odd take on the art of the cover photograph. In the short time since its launch in March 2004, it has drawn raves from both readers and critics and attracted unprecedented advertiser interest. It boasts quarterly circulation of more than 100,000 copies.

What 2 needed

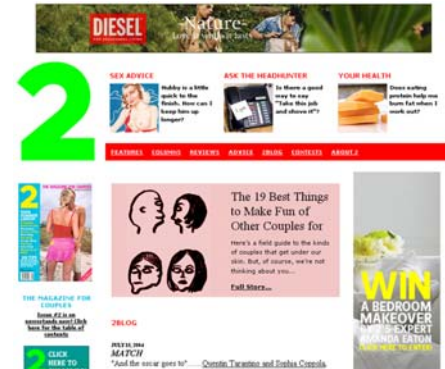
2 needed a web site. A really good one, full of content from the pages of the magazine, augmented with original material. But 2 also needed a web site that yielded real business results: new sales opportunities and closer relationships with its readers, without the ongoing costs of a dedicated web staff.

What Pectopah delivered

We designed 2magazine.com with three goals in mind: cross-promotion, ease of use, and ease of administration. Its look echoes the print magazine: spare, clean, and highly readable, with spots of bold and neon colour. At the top of every page, a set of "skyboxes" promotes other features and columns, illustrating the site's depth of content and encouraging visitors to browse. A pared-down navigation scheme offers a few simple, easy-to-understand choices. The cover of the current print issue appears on every page, along with a call to action directing visitors to a sign-up-now-pay-later form that makes it easy to subscribe on impulse.

We built 2magazine.com using Bricolage, an open-source, enterprise-class content management and publishing system. We customized a data structure and a user interface to fit 2's content. We modified Bricolage to incorporate a WYSIWYG editing interface. The result is a system that is easy and intuitive to use, with highly structured content that makes it ideal for re-use across multiple media.

For example, every CD review contains a letter grade, which is stored in the database separately from the main



(Editing a CD review in Bricolage)



(The published CD review)

text of the review. This lays a foundation for such future projects as a searchable index of reviews.

For online ads, we used phpAdsNew, an open-source ad server designed for flexibility and ease of use. 2's sales staff manage the complete cycle of sales, scheduling, publication and delivery, without any need for webmaster intervention.

To create new cross-media sales opportunities, we built a custom contest engine, which allows 2 sales staff to create interactive, database-driven contests without need for technical support. This provides outstanding upsell potential without increasing costs.

The contest engine's greatest benefit, however, lies in its database, which grows with every contest, offering an outstanding range of permission-based marketing and demographic research opportunities.

Pectopah will shortly release the contest engine to the public under an open source licence.

Summary

2magazine.com is a magazine website designed with clarity and perspective. It minimizes the costs traditionally associated with online content, boosts revenue opportunities, and operates day-to-day without any need for outside technical assistance.



Win an organic, all-natural, all-around skin care prize package from Heal's Yard Remedies

If you have already signed up by entering another contest at 2magazine.com, you only need to fill in your email address and password:

Email
Password

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If this is your first time entering a contest at 2magazine.com, register by filling out this simple form:

First Name
Last Name
Email
Province/State
City
Address
Postal code/Cp
Country
Phone number
Password
Confirm password

(Only fill this in if you are updating your user information)
Old password

(A contest at 2magazine.com)