

Dea McKenzie, project case study



www.obit-mag.com

CHALLENGE: Turn a unique and uncomfortable concept into a business

SOLUTION: By the launch of a site rather than a print format, this magazine concept was able to quickly take flight. Obit examines life through the lens of death by presenting the writings of award-winning authors and journalists, alongside quirky facts and insights about death. This digital publication has been recognized by The Webbies, The NY Times, Design Observer, Slate, NPR, The Boston Globe, The LA Times, USA Today and others.

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