



Fall 2006 Trend Reports: B.M.O.C.

Harvard magazines

Ever since David Lauren founded *Swing* on the Duke campus back in the early nineties, starting a magazine has been the cool thing to do among a certain type of student and recent grad. Exhibit A is *02138* (prototype cover, left), which was started by Harvard alum Bom Kim with \$4 million of *Atlantic* owner David Bradley's cash. (Launching in September, the book gets its title from the school's ZIP code, but you knew that already.) Those still on campus, meanwhile, have *Scene*, whose executive editor, Josh Kushner, is the younger bro of the *New York Observer*'s new 25-year-old owner, Jared.
www.02138mag.com

Photo: Courtesy of 02138 Magazine