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MAGAZINES

BlackBook Magazine Relaunches as Digital-Print Hybrid

By Richard Horgan on December 18, 2013 4:30 PM

There's [solid film coverage](#), the now-obligatory [native content](#) and more at BBook.com, the recently relaunched digital incarnation of *BlackBook* magazine. Next fall, the first bi-annual print issue will arrive, retailing for \$10.



Original founder [Evanly Schindler](#) is [back at the helm](#) as editorial director, together with chairman

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Jon Bond, publisher **Hunter Hill** and sponsors Belstaff, Audible and Bang & Olufsen. Schindler tells FishbowlNY via email that shifting a content brand primarily to the Web comes with its own, particular set of challenges.

“The trick is transporting a respected, known arts & culture periodical to a successful and scalable daily digital execution,” he says. “The maintenance of provocation, intelligence and curation is much more difficult within the context of an ongoing conversation.”

“What was unique, cool, alternative, sub-culture is now commoditized,” Schindler continues. “So it’s more slippery and elusive, but also even more valuable because everyone is trying to package it. Act II, stage left, enter *BlackBook*.”

Schindler says he has some fun surprises planned for 2014. Subscriptions for the biannual issues will cost \$17; strategic partners include Williamsburg production company Picture Farm and Web developers Evolvix.

Rounding out Schindler’s editorial staff are editor **Aaron Hicklin**; senior editor, arts & culture **Hillary Weston**; senior editor, style **Alyssa Shapiro**; and video editors **Ben Freedman**, **John Fego**. [Check it out.](#)

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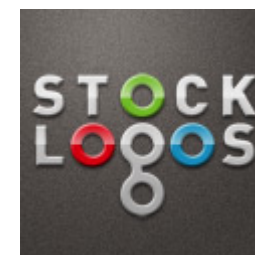
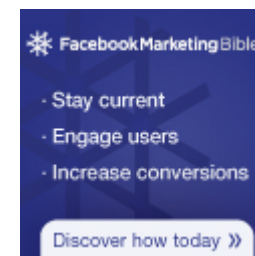
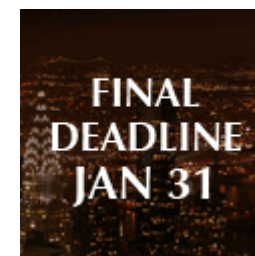


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