BlackBook Magazine Sold to Founder

BY DAN DURAY | 6/10/13 4:16PM

Late last week BlackBook magazine finalized a new ownership deal that sold the media company from Vibe Media Holdings to Jon Bond of the ad agency Kirshenbaum Bond Senecal + Partners and Evanly Schindler, who founded BlackBook in 1996 before serving as president of Interview magazine and co-owner of the restaurant Acme.

“There’s always something sweet about working on your baby,” Mr. Schindler said, adding that he hopes the new deal will breathe life into a once-popular brand. “It’s no secret that BlackBook was a very popular publication in the early 2000s and I think that, like a lot of publications, it needs some reinvigoration, some color and some life for this new media paradigm that’s out there.”
He declined to say how much money was involved in the deal, though several smaller partners were also brought in as minority shareholders. That group includes former Net Jets COO Steve Zacks, former BlackBook editors Aaron Hicklin and Bill Powers, luxury ad man Jamie Driver, the venture capital firm Mogility Capital and the Williamsburg-based Picture Farm Productions.

Mr. Schindler said that visitors to the BlackBook website can expect more video content under the new regime, and said he and Mr. Bond have not decided whether or not they’ll change the magazine’s current bi-monthly publishing schedule. “We may go with six, we may go with four, we may go with more,” he said.

“I’m not sure.”

Mr. Schindler sold the magazine to Ari Horowitz in 2006. Vibe Holdings, whose investors include Ron Burkle and Magic Johnson, purchased the company in January 2012. After leaving Blackbook and before joining Interview, Mr. Schindler started an art and design magazine called Tar.

Correction, 4:41 p.m. An earlier version of this post misstated the year Mr. Schindler first sold Blackbook.

FOLLOW DAN DURAY VIA RSS.

TAGS: BLACKBOOK, MAGAZINES

You May Like

Promoted Content by Taboola

RECOMMENDED FOR YOU

YOU CAN’T CALL ME SEXIST

‘I Had No Idea If He Was a Manarchist,’ Says Woman Saved By Ryan Gosling

Fabulous! Supermodel Coca Rocha Finally Sells Her Gramercy Park Pad

What the Bible Says About Money (Shocking)

How Much Should Be In Your Rainy Day Fund?

Moneynews

Betterment

Popular on The Observer

Nicholas Kristof and the Case of the Missing Initial

New Yorkers for Parks Holly Leicht to Serve as HUD Regional Director

observer.com/2013/06/blackbook-magazine-sold-back-to-founder/
Billionaires Dump Stocks, Prepare for Collapse (Shocking)
Newsmax

Homeowners Get a Bailout This Year
Lifestyle Journal

13 Jobs You Can Do From Home and Earn Full Time Income
Stayathome.com

How This Comedian Got "Accidentally" Pregnant
Nick Mom

Nine Comments That Could Get You Fired
Monster

12 Jobs On The Brink Of Extinction
Salary.com

Tame the tangles with a desk-side data center
Dell

25 Fuel Efficient Cars That Are Not Hybrids
MPG-O-Matic

From the Web

- 14 Benefits Most Seniors Didn't Know They Had (Newsmax)
- 7 Red Flags To Look For When Buying Car Insurance (Allstate)
- Modernize your network with 10 Gigabit Ethernet (Dell)
- 5 Best Things to Say in an Interview (Monster)
- What Kids Who Don't Eat Vegetables Look Like When They Grow Up (Nick Mom)

From The Observer

- The Saddest Move in the World: Isabella Rossellini Leaves Manhattan
- Most Overrated Restaurant of 2013
- Lana Del Rey Smashes Pitchfork in the Face with Her Face a Day After Site Pans Her Al...
- Most Underrated Restaurant of 2013
- Inside the Downtown Digs Where Meg Ryan Wants to Live

Craft and Commerce: Artists and Financiers Swap UWS Co-op for $6 M.
New Yorkers for Parks' Holly Leicht Heads to HUD
River Café to Reopen February 1

Morning Media Mix

Nicholas Kristof and the Case of the Missing Initial
The New York Times Website Redesign Hits Next Week

Sam Cook-Parrott's Precocious Complexity

The Most Annoying "Personal Brand" Buzzwords of 2014

The Oddly Nostalgic Sound of Radiator Hospital

Rabbi Shmuley: Miley Cyrus is Harming Women

What's Missing From the No. 7 Line Extension

New Standards Seal the Promise of Payroll Cards for Unbanked New Yorkers

Booting Up: Netflix Has 77,000 Sub-Categories So Why Does It Always Suggest The Office?
Science: Men Who Use Smiley Faces Online Get Hit On Less
Alicia Keys Is Leaving Her Fake Position at BlackBerry

An Early Chance to Look Mayoral
Morning Read: ‘The Best Things People Can Do’
Bratton Takes Oath Vowing to Repair Relations With Those ‘Alienated’ by NYPD

Morning Links: ‘American Hustle’ Edition
Steven Kern Appointed Director of Newark Museum
Charlie Rose Vs. Richard Serra: A Play-by-Play

JFK’s Terminal 4 Welcomes Slew of New Shops
Barneys to Make Chelsea Return
River Café to Reopen February 1
THE YEAR OBSERVED

Rex Reed: The Best Films of 2013

Rex Reed: The Worst Films of 2013

INTO THIN HEIR

The Tallest Men on Earth: A Father and Two Sons Take on Mt. Kilimanjaro—and T

GRUB MATCH

Grub Match: Josh Ozersky and Joshua David Stein Slug it Out

LIVES

The Chronicler of the Kingdom of New York: Peter Kaplan 1954-2013