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BlackBook Founder Buying Back the Brand

By Joe Coscarelli



Evanly Schindler, who founded the downtown culture and nightlife magazine *BlackBook* in 1996, is buying the title back from Vibe Media with plans to take it mostly digital. "We're buying a legacy content brand," Schindler told Daily Intelligencer today. "We may do limited-edition print issues, but we will continue to produce quality content." With an eye on the growth of brands like Vice, Schindler said, "The new emphasis will be on up-market video, shows, and TV content." After stints at

Interview and *Tar*, Schindler returns along with ad guy Jonathan Bond and old-school *BlackBook* editors Aaron Hicklin (editor of *Out* and founder of content agency Grand Editorial, which will be working with *BlackBook*) and Bill Powers. "As founder, the exponential digital growth possibilities are thrilling," Schindler said, "enough so to buy it back."

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