

THE H.Y.P.E. MAGAZINE LAUNCHES WITH NEW DIGITAL CONCEPT

/EINPresswire.com/ Indianapolis, IN (March 3, 2013) – [The H.Y.P.E. Magazine](#) (How You Perceive Everything), is breaking into 2013 with a new mindset and focus...this year will be a time of branding and promotions. For 2013, Hype will focus on promotional issues to better serve the independent artist AND our readers. As in the past 11 years, we will continue to bring our readers an up close and personal view of the artists we cover, which means no straight editorial issues. If we don't talk to the artist, we don't write about them.

Jerry Doby, Executive Editor of The Hype Magazine says, "What makes us different than most magazines and media outlets is, we directly engage with the subjects of our articles." He continues, "We pride ourselves on being earned media and presenting news worthy content not only on major personalities, but breaking independents as well. We never charge for placement in our outlet."

Established in 2002, the magazine operates as a web portal and has developed a strong online presence via its digital issues. The H.Y.P.E. boasts more than 190,000 subscribers to the digital version of the magazine, making it one of the most desirable locations to be seen by up and coming artists/labels from any genre of music.



The Hype Magazine issue #76 Cover Story: Tony Savo of CFM

WWW.GETHYPEONLINE.COM

HYPE
M A G A Z I N E

The logo for Hype Magazine, featuring a stylized black silhouette of a person with their arms raised, topped with several small circles, resembling a signal or a party.

The Hype Magazine

The H.Y.P.E. Magazine is an innovative publication offering twelve digital editions (also available via print on demand); including a mixtape magazine, distributed monthly through the web portal, mobile devices (Blackberry, iPhone and Android Apps downloadable via web portal), e-blast to 200,000+, Facebook, LinkedIn, MySpace, Twitter and other social networking outlets. In addition to the digital edition, we have distribution through select retail chains that carry our 4 limited print editions.

For more information on The H.Y.P.E. Magazine, visit <http://thehypemagazine.com>



EDUBB covers issue #62 of The Hype Magazine

This press release can be viewed online at: <https://www.einpresswire.com/article/139735588>

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