

# THE HYPE MAGAZINE ANNOUNCES DEBUT ON NEWSSTANDS NOVEMBER 2013

*The Hype Magazine celebrates its 11th year with the announcement that it will soon debut on newsstands nationally.*

INDIANAPOLIS INDIANA, June 11, 2013 /EINPresswire.com/ -- America's number 1 digital magazine and online entertainment portal, [The Hype Magazine](http://www.thehypemagazine.com), is celebrating their 11th year with the announcement that the outlet is heading to newsstands in November 2013.



The Hype Magazine will hold their official national launch event during the All Star Fashion & Music Industry Weekend, hosted by John Blassingame, Publisher of Hype Hair, TBW Style Report & New Day Associates, along with The National R & B Music Society Inc. official music competition on November 23rd, at the Liberty International Marriott, Newark, NJ. The magazine will hold its official 11-year anniversary event in Muncie, IN September 7th, 2013.

The Hype Magazine, which publishes print and online issues, will use the events to begin a new era for the outlet. For the last several years, the magazine has published limited edition print issues quarterly, and monthly in the online format. Growth of online subscribers and increased select retail circulation spurred the return to monthly print editions. The outlet will also maintain its exclusive web portal which is updated daily.

"The 11-year anniversary is significant because we have history. The Magazine has gone through changes and we have made it through the first 10 years. This is the time where you start to build respect amongst your peers and doors start to open, which they have," says The Hype Magazine CEO and Publisher, Jameelah "Just Jay" Wilkerson. She continues, "We at The Hype Magazine are eternally grateful to our readers, fans and the artists who have made our magazine the #1 digital magazine in the world." "We are also honored and grateful for Mr. Blassingame, of [Linden New Day Associates](http://www.lindennewday.com), for recognizing our growth and opening this door for us."

Linden New Day Associates Founder and CEO John Blassingame approached Mrs. Wilkerson, via

social media, with the opportunity for national distribution of the magazine. Mr. Blassingame is the award-winning publisher of national brands Black Men, Hype Hair and Today's Black Woman magazines and has orchestrated the distribution of many national urban titles as a consultant.

Mr. Blassingame describes why he chose The Hype Magazine for this opportunity: "I like the unique style of the magazine, I see the vision of Jameelah, the publisher of the magazine. The Hype Magazine is also giving an opportunity to young artists who definitely need the visibility of this publication." He continues, "Given visibility on the newsstand, I feel this magazine has growth power."

Mr. Blassingame is about opportunity to young entrepreneurs. He believes in giving back to our young African American youth and he's giving back to them as a publisher, news consultant and as a producer of major fashion events for the last 34 years.

#### About The H.Y.P.E. Magazine

Established in 2002, The HYPE Magazine is headquartered in Indianapolis, Indiana. HYPE stands for "How You Perceive Everything." It is designed to provide its patrons with relevant entertainment, music news, eye-catching consumer ads, and music reviews of their favorite established entertainers, while spotlighting independent artists seeking to gain greater exposure. This magazine reaches a unique group of consumers who view The HYPE Magazine as their source for music, new trends, new products, services, entertainment, events and topics relevant to their daily lives; both personal and professional. The HYPE Magazine's mission is to tap into new technologies and digital media innovations to support the continued growth of the brand.

#### About New Day Associates

NEW DAY ASSOCIATES is a distribution-consulting firm established for the purpose of attaining national and international distribution for fresh new, or regional titles looking to expand their coverage. There are many different types of titles on the market today. Out of the many distribution companies that exist, a publisher will need to choose the one which best suites their target market. NEW DAY ASSOCIATES can help you obtain the best national/international distributor that specializes in attaining that goal for your title!

This company has played a key part in the launching of many successful titles such as, WORD UP! Magazine, Russell Simmons' ONE WORLD, TRACE from London, Bernard Bronner's UPSCALE, TAE KWON DO TIMES, BASEBALL AMERICA, HYPE HAIR, TODAY'S BLACK WOMAN, BLACK MEN and many more.

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