

Urb1 Magazine's first issue has been given a push back due to some minor issues with their printing services. While the company's publishers would not go into detail, they did tell us that Urb1, the Original HipHop Fashion Focused Magazine, would be released November 15th for sure, with a gift going to all those who have subscribed to the magazine.

"Honestly, the details are so technical, I don't think anyone would care to hear the excuse. The company we work with is great and it was just a minor encounter but we have it handled now. To correct our error, we are sending out promo CDs from hip-hop and R&B artist such as Twista, TI, Kevin Lyttle, new R&B group Gneiss (pronounced Nice), and others. The T.I. "Rubber Band Man" rubber bands from Atlantic Records that we were already giving away will be doubled up. On top of those incentives, we are giving another benefit to subscribers that enter the parent company, Urb1.com's 2nd Annual Christmas Wardrobe Giveaway! You can pass (not answer) on one, possibly two, questions that are involved to win the contest. Details on that will be posted on Urb1.com as well as on Urb1Mag.com around November 20th, when the contest is ready to start." said Urb1 Magazine's publisher and co-owner, Rodrick Rainey.

Urb1 Magazine's first issue is slated to feature 4 of the exclusive New Era 59Fifty @ 50, celebrity designed, fitted caps from the limited collection as the headlining story. Other detailed features will include exclusive information on what's going on with Phat Farm, Baby Phat, Rocawear, Kanye West's clothing line, Kevin Garnett's "OBF", LL Cool J's "Todd Smith" and many new designers such as Rohaun Designs, Red Jacket, Emmanuel Labor, and more! Exclusive photos, rumors, interviews, time lines, online shopping discount codes, and release dates are found throughout the magazine.

The magazine, which has been ignored by many hip-hop sites news writers and publishers, was picked up by many magazine companies worldwide upon its initial opening. Urb1 Magazine has reported to have been courted by Face Magazine in Kuala Lumpur, Malaysia, Performance Auto And Sound (PasMag.com) in Canada, and a few others about working in relations with Urb1, to get the latest in hip-hop fashion designer products, excluding what's already main stream. Urb1 Magazine's publisher disclosed that information without going into detail, but did say "We hope to remain the only magazine out with our concept. Hip-hop publications have been too influenced by the main stream and we are taking it back to the place that created Hip-hop: The Streets!"

Subscription details were not elaborated upon neither but the company did release statistics that are quite exciting for me, being associated with the company. Without any major franchise distribution, the company has already established itself worldwide. With a heavy base of subscribers coming from Europe and Canada, it has even reached out and grabbed the attention of Africans, Australians, and Asians. The United States pre-subscription list provided over 3,000 subscribers.

Urb1 Magazine, which has no plans on looking for a major distribution deal at the moment, hopes to become the first minority-owned, self-distributed, periodical powerhouse on the market. Already, the company's owners have told staff, the goal to meet by the end of 2005 is

300,000 subscribers or better. "It's a crazy goal but we have a great team of hustlers working within our company. And not only that, there's loyalty. I want to take this money and create a powerful, minority struggle-understanding business network. If I reach that subscription goal, it will be started through the passing of money to our employees of all races, who aspire to get their own business going and put money back into the urban community that created HipHop. I feel it can be achieved with the appetite of our business people!" says the co-owner, who makes me a believer with his confidence in stating the plans.

Visit their web site [HERE](#)

About Urb1 Magazine:

Urb1.com, originally founded in 2002, was the 1st HipHop Fashion focused website exposed to the online crowd. Originally known as the Urban Fashion Guide, the name of the business changed in 2003, as everyone recognized the company for it's domain name Urb1.com, which simply meant "A community for those who share 1 love in Urban & HipHop fashion". The second definition for the world and symbol is: Helping HipHop culture enrich it's own community through fashion and style.

After peaking at around 10,000 unique visitors per day during the 2003 holiday season, Urb1's owner looked into starting a publication because nearly 30% of visitors wanted access to a hard copy of the information and entertainment provided. The original thought of options were a newsletter or magazine.

In 2004, Urb1's owner, Rodrick Rainey along with hipHop fashion retailer, Jason Arabo, came together in New York City, to create the co-owned company Urb1 Magazine. The 1st issue has over 3000 pre-release subscribers internationally.

Urb1 Magazine is based out of Greenville, SC, with a alternate location in Detroit, Michigan. Representatives of the magazine are based in NY, PA, DE, SC, DC, FL, CA, London, and Germany.