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B Magazines Hollywood P R E S S R E L E A S E

ORIGINAL EDITORS OF XY MAG, A&F QUARTERLY, TEAM UP TO LAUNCH "B MAGAZINE" -- GAY MAGAZINE OF THE FUTURE

CUMMINGS AND ABADSIDIS LAUNCH NEW MAGAZINE ON SALE IN BOOKSTORES -- NATIONALLY -- THIS SEPTEMBER

**FUTURISTIC WEBSITE IS LAUNCHED at: WWW.BMAG.US
visit www.bmag.us for press interviews + more**

Hollywood, April 12, 2011 —

The original XY Magazine and Abercrombie's A&F Quarterly defined the style of a generation.

Now their ex-editors, Peter Ian Cummings (XY) and Savas Abadsidis (A&F), are teaming up. They will launch B MAGAZINE-GAY MAGAZINE OF THE FUTURE in Sept. 2011. B MAGAZINE promises to become an essential style & political item.

The longtime editors of the two iconic magazines, Peter and Savas, are joined by almost all the significant players of the original XY editorial team, to launch their 200-page glossy magazine for young gay men in September.

B MAGAZINE is sold in most fine bookstores including Barnes and Noble, as well as newsstands and hundreds of College and University bookstores. Subscriptions are available at BMAG.US.

B MAGAZINE also today launched a 300-page website at WWW.BMAG.US, which contains hundreds of pages of photos, articles, strange sounds, space-age stories from 2069, and even the ability to visit staffers Peter, Savas, Nathan Smorynski, and Eriq Chang in their virtual "rooms" in the "B Penthouse," and to read the entire "New York Times of the future."

Dubbed "Magazine of the Future," B MAGAZINE is the only gay magazine aimed at the 18-35 demographic. It is what Abadsidis calls "a somewhat luxurious, highly cool product." Cummings said "each printed issue will be beautifully produced and become a collectible."

But the main point of B, says Cummings, is just that "we're going to show real life, not be scared to tell the truth or be a little sexy. We all wanted to write how gay really is, and to photograph the real life—leaving out all the usual boring mumbo-jumbo. B is a thinking cool person's magazine."

In addition to Cummings and Abadsidis, the B MAG Team also includes veteran XY editors Eriq Chang (media and style), Nathan Smorynski (politics) and Brandon Alexander (entertainment), all of whom are gay youth icons; and features well-known photographers



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Gomillion & Leupold, Steven Underhill, and James Patrick Dawson; among others.

Both XY and A&F Quarterly were known for their inspiring and daring photography, and Cummings and Abadsidis said they will continue that trend by photographing people across the country, especially in mid-America, as they both did before; and interviewing numerous celebrities — as well as photographing “inspiring and cool gay people across America,” according to B’s editor Cummings. Readers can submit their photos at WWW.BMAG.US.

Unique among gay magazines, B MAGAZINE will also publish many reader photos and letters; huge photoessays about unusual parts of the country; as well as controversial and philosophical articles about gay culture, sex, fashion, media, love, lust and more. “We are broadening what a gay magazine is,” said Cummings. “Since B is ‘Magazine of the Future,’ we will be covering economics and futuristic technology.” B also wants to photograph “architecture and design of the future”—a new direction for lgbt mags—and intends to often shoot in “futuristic locations.”

B is glamorously printed on various fine papers. “A magazine is a fine printed item,” Cummings said. “We are taking advantage of the possibilities of manufacturing.” In its first three months on Facebook, B’s page (facebook.com/bmag.us) attracted 4,000 fans. They averaged age 24, which is at least 20 years younger than the median age of all the other national gay press (who all average age 45+ according to [their data](#)). “This proves yet again that young gay people are interested in a fine, printed magazine, as they were in XY and AF,” Cummings added.

The B MAG Team is a powerhouse of media for young gay men. XY was the world’s premier and largest gay youth magazine for 12 years until it closed in 2008, and Peter Ian Cummings edited it for its entire run. Savas Abadsidis edited A&F Quarterly for its entire run from 1997 to 2003. Eriq Chang, Nathan Smorynski, Brandon Alexander, Steven Underhill, James Patrick Dawson, Gomillion & Leupold, etc are among the best-known editorial personalities for this demographic: between them they have designed for RuPaul and Cyndi Lauper, photographed the Backstreet Boys and Britney Spears; created work for MTV, Comedy Central, NPR, and Ecko; managed entertainment for numerous important young gay nightspots in NYC, SF and LA including national leader TigerHeat; and produced dozens of productions from XY and A&F to Complex Magazine. Each staff member has extensive bios, photos, and articles on BMAG.US.

Regarding the website WWW.BMAG.US, Cummings said the B Team registered numerous domains in the DOT-US registry because they want to promote the dot-US domain beyond its expected users. He said he likes dot-us because it is American. “Our gay culture is uniquely American and we should claim our part of America,” he said. “Liking where you live, and using a dot-us domain, is not limited to straight people or the Tea Party.”

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