

# CRAIN'S

## Urban Social offers tips

UPTOWN MAGAZINE is joining the likes of Urban Daddy and Daily Candy with its launch of Uptown Social, a twice-weekly e-

newsletter that will offer tips on products, services, travel destinations, dining out and culture to the magazine's audience of affluent African Americans.

The free newsletter will offer a mix of national and local news, debuts later this year.

"Instead of having to visit different sites, you should be able to get it all in one place. We'll have a variety of options," says the founder of *Uptown*.

Uptown Social will start with 10,000 subscribers and is expected to build to 75,000 by the end of the year.

In the meantime, *Uptown* is increasing its frequency to six times a year from quarterly and its circulation to 200,000 copies from 125,000. A Charlotte, N.C., regional edition will be added in February to those published in New York, Chicago, Atlanta and Washington, D.C.

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