

XXL Gaining Ground

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Behind the hard work of Editor-In-Chief Elliot Wilson, XXL Magazine achieves the title as the countries fastest growing hip hop / rap music news magazine.

According to a recent Audit Bureau of Circulation report, XXL sells a monthly average of 266,789 copies on newsstands. Those numbers put the magazine ahead of much of its competition such as Rolling Stone, Blender, Spin and VIBE.

With Elliot Wilson in the lead chair, the magazine's total circulation has tripled to an average of 312,203 over the last 5 years. That is when Wilson became the Editor-In-Chief. of XXL. The magazine has also benefited from a staggering 65% increase in subscriptions in a 6-month frame while its main competitor, The Source magazine, declined 31% in the same time period. With all this and a bad press following The Source lately; David Mays" Source still holds the title of best music selling magazine.

"I'm confident that 2005 will be the year XXL breaks away from the pack and proves that we're the true voice of the hip-hop nation," Elliott Wilson said in a statement. "After five years of hard work, blood, sweat and tears we continue to gain more readers and I will not stop until I prove that knowledgeable music fans have put their faith in a new brand."