

Forum:[Hack Forums](#)

Thread: [Foul Magazine](#)

Omniscient - October 3, 2022, 2:09 pm

Over 20 years ago I started Foul Magazine in NYC as a local video game zine. I had no magazine experience. I had my games store, the internet was fairly new, and I had a fun group of employees. I thought I could publish a small magazine.

Issue one and two were just before 9/11. They were printed on black and white newspaper stock with color covers. 9/11 happened and things changed but I carried on with the magazine. Each issue got more expensive. First two cost me \$5k each. By the 10th issue I was spending \$50k on each issue.

Lots of things happened in-between and ultimately I was \$300k in debt, closed my game store and moved to Vegas where I eventually started HF.

But here is a throwback video someone made about Foul. It's insulting but none of it is wrong. I didn't know what I was doing at all but it was one of the best things I ever did. In two years we published 10 issues and I made a real attempt at it.

An important note, I started Foul about the same time that Vice Magazine started.

Immortal - October 3, 2022, 2:12 pm

This is such a cool sub story that I had no clue about. If you could restart foul as an online publication with the knowledge you have now do you think it would do well?

Gary - October 3, 2022, 2:13 pm

Pretty interesting share. I remember reading about your video game store, but had no idea about this magazine. This magazine would be cancelled in todays world haha.

Omniscient - October 3, 2022, 2:21 pm

(Oct 3, 2022 02:13 PM)Gary Wrote: [\[CITE\]](#) Pretty interesting share. I remember reading about your video game store, but had no idea about this magazine. This magazine would be cancelled in todays world haha.

It was done in poor-taste intentionally. I named the mag Foul for a reason. Our motto was "Striving to Offend, Refusing to Care". That was actually it.

So we did shit that was fucking stupid. I laugh at some of the stuff we did even to this day. So much fun. So fucking Foul. I achieved a certain level of success by creating and publishing 10 issues. I lost a ton of money on it but would totally have done it again for the experience it was. I just needed another \$500k of seed money and I would have fine-tuned that magazine. The last issue was great. I simply ran out of my own money and credit to continue publishing. I sunk everything I had into it.

Zeus - October 3, 2022, 2:23 pm

All i'm looking at is the women in ur magazine.

Sad that it failed everything is worse a shot you learn as you go everyone fails sometimes.

Omniscient - October 3, 2022, 2:30 pm

(Oct 3, 2022 02:23 PM)Zeus Wrote: [\[CITE\]](#) All i'm looking at is the women in ur magazine. Sad that it failed everything is worse a shot you learn as you go everyone fails sometimes. None of them were particularly pretty. We had 10 issues and 10 centerfolds, maybe two were decent. But basically as long as we got any girl that wasn't outright ugly willing to do a photoshoot for cheap, then we took what we could get. Pretty sure at least one or two of them had pimps even. We put ads online "looking for models" and get some strange calls.

I'm on the cover with the black girl in my underwear. People that the black girl was my wife, but it's not, it's a model, but that is me.

Komodo - October 3, 2022, 2:30 pm

Quote:Our motto was "Striving to Offend, Refusing to Care". That's actually hilarious, something that is much needed in the current society.

Never knew about your past, very interesting read.

Gary - October 3, 2022, 2:32 pm

(Oct 3, 2022 02:30 PM)Omniscient Wrote: [\[CITE\]](#) None of them were particularly pretty. We had 10 issues and 10 centerfolds, maybe two were decent. But basically as long as we got any girl that wasn't outright ugly willing to do a photoshoot for cheap, then we took what we could get. Pretty sure at least one or two of them had pimps even. We put ads online "looking for models" and get some strange calls.

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Yung Omni out here focusing on the game, no distractions.

Bluffer - October 3, 2022, 2:33 pm

For some reason I kind of think of South Park when I have this idea of your magazine explained to me. Like that late 90s early 2000s feeling of I don't give a fuck let's joke about Monica Lewinsky and Bill Clinton. Let's offend people and not give a fuck because it's funny. Could never get away with that in today's world.

Kind of wish I was older at that point of time, must've been a time to be alive.

Omniscient - October 3, 2022, 2:35 pm

(Oct 3, 2022 02:33 PM)Bluffer Wrote: [\[CITE\]](#) For some reason I kind of think of South Park when I have this idea of your magazine explained to me. Like that late 90s early 2000s feeling of I don't give a fuck let's joke about Monica Lewinsky and Bill Clinton. Let's offend people and not give a fuck because it's funny. Could never get away with that in today's world.

Kind of wish I was older at that point of time, must've been a time to be alive. More like Beavis and Butthead than South Park.

People seem to forget that the politically correct shit, was way after my generation.

Pikachu - October 3, 2022, 2:35 pm

Ah yes, some good old fashioned controversial dark humor. I'm curious as to why the heck did the

publication price skyrocketed so much in such a short span of time?

Omniscient - October 3, 2022, 2:42 pm

(Oct 3, 2022 02:35 PM)Pikachu Wrote: [\[CITE\]](#) Ah yes, some good old fashioned controversial dark humor. I'm curious as to why the heck did the publication price skyrocketed so much in such a short span of time?

More pages, better quality paper. Like asking why a gallon of milk is so much more expensive than a quart.

The price of 80 pages is a lot more than 20 and when you to full color ink on all pages and glossy paper with a thick cover, it's expensive. Issue #1 cost me \$5k to print. Issue #10 cost me \$50k to print.

Pikachu - October 3, 2022, 2:52 pm

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Ahh okay that makes sense, I wonder how much that would cost in today's economy

Blazin - October 3, 2022, 2:55 pm

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An important note, I started Foul about the same time that Vice Magazine started.

I remember you talking about this a few years ago. Businesses are very hard to fine tune without the capital to back it up. Wonder where it would of been if you had 1M to dump into it.

Zeus - October 3, 2022, 2:57 pm

(Oct 3, 2022 02:30 PM)Omniscient Wrote: [\[CITE\]](#) None of them were particularly pretty. We had 10 issues and 10 centerfolds, maybe two were decent. But basically as long as we got any girl that wasn't outright ugly willing to do a photoshoot for cheap, then we took what we could get. Pretty sure at least one or two of them had pimps even. We put ads online "looking for models" and get some strange calls.

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not, it's a model, but that is me.

Yeah i was gonna say yes Omni getting it in but then i remembered you was married, but that's your young days you defiantly must of got loads back then..

Omniscient - October 3, 2022, 2:59 pm

(Oct 3, 2022 02:52 PM)Pikachu Wrote: [\[CITE\]](#) Ahh okay that makes sense, I wonder how much that would cost in today's economy
<https://www.printingcenterusa.com/printing/magazine-printing>

That place (not who I used 20 years ago), does 20k issues for \$33k (\$1.64 per issue).

Please take into account I had a full time staff of 6-10 people working on the magazine too. And an office I had to rent to work from. Everyday money was just flowing out the door like it was water. I had a marketing sales guy who used to work for Thrasher Magazine. He got me some ads but not enough. He kept telling me what the advertisers were looking for, such as more distribution, more pages, higher quality magazine (not content, just the mag print and paper itself).

In the end I did have a few paid ads but it was too late. The money was gone and I had to close it up. Seriously another \$500k I would easily have gone into debt for this cause. I think we were just 2-3 issues away from becoming profitable per issue and nailing it down. We were so so close.

Pikachu - October 3, 2022, 3:17 pm

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Damn, if you were able to keep this going, do you think you would of still created HF?

Omniscient - October 3, 2022, 3:44 pm

(Oct 3, 2022 03:17 PM)Pikachu Wrote: [\[CITE\]](#) Damn, if you were able to keep this going, do you think you would of still created HF?

Interesting question. No, I would not have started HF. Just like there are potentially a lot of other projects I haven't done the past 10 years because of my focus on HF. I'm not Elon Musk. I have limits.

Yin Yang - October 3, 2022, 3:46 pm

Thanks for sharing! Very interesting story and glad you founded HF ?

Evading - October 3, 2022, 3:48 pm

Damn that's crazy. I like the video that person made tbh, funny but cool.

Pikachu - October 3, 2022, 4:04 pm

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Understandable, welp it sucks that you weren't able to keep the magazine alive however in a way its good because we wouldn't be here today on HF, the community you've built here over the years is simply amazing. Despite some of the dickheads that pop up from time to time, most of the community here is just chill and fun to talk to and I'm glad to be apart of it. Seriously thank you for creating this beautiful community and may it live on forever. I find myself browsing HF more than any other site lately.

Charlie Sheen - October 3, 2022, 5:25 pm

The way I see it, you not always going to make money on every venture you attempt, but it is a learning lesson. It's an experience. I've dumped so much money into projects thinking it was going to pay off and failed. Now I know what works and what doesn't work and what I need to do differently next time.

Kudos to you for trying, some would look at that initial cost and think "nope".

Skorp - October 3, 2022, 8:42 pm

I love these kind of threads. Awesome read man, really enjoyed the story from your past. Definitely needs more attention on what you have been through in your life, that's for sure!

5 - 10 years ago from now, Hackforums will be the replacement for your Foul Magazine story here and another new project will be your new primary focus now... unless... you are taking HF to the grave.

HACKED - October 4, 2022, 1:42 am

I had read about your magazine in an old post some years ago. I didn't know about its character though.

I am surprised with the video I saw. TBH, I am not sure I would be a big fan though. Bear in mind that I have no idea how gaming was perceived back then though.

As a venture, it seems like something unique. You tried entering a serious business without any experience and the idea of succeeding I am sure would have been really fascinating for you. IMO the venture gets even more unique if you take in mind that starting a magazine nowadays (for profit of course) is almost impossible and won't ever get any easier since our habits have change so much.

Michael - October 4, 2022, 1:52 am

The person that made the video is very interested in you though lol.

Koyote - October 4, 2022, 2:37 am

Reminds me of the old school CKY era of videos and magazine content. Real throwback vibes.

Aeowulf - October 21, 2022, 7:14 am

YO! This is awesome!

Like HF's origin story. I love it!

Seaking - October 21, 2022, 7:18 am

I finally got around to watching the video. It seems like he was offended by the presence of the magazine itself, so what you sent out to do was accomplished!

DashPHP - October 21, 2022, 7:20 am

What a epic throwback thread. Very awesome of you to share Omni!

Bullup - October 21, 2022, 11:56 am

Great share, i indeed read online that you had a video game store at one point, i totally forgot about that, do you have any pictures of back then?

murt - October 22, 2022, 6:33 am

not a fan of dark humor but nice one aha

StuffSneak - October 22, 2022, 6:38 am

Thats a great share indeed. Good to know how HF actually started from :)

shakur123 - October 22, 2022, 7:05 am

Did you still do it if you can go back in time?

Omniscient - October 22, 2022, 8:18 am

(Oct 22, 2022 07:05 AM)shakur123 Wrote: [\[CITE\]](#) Did you still do it if you can go back in time?
Yes, I believe I would. It was fun times.

Vitani's Mate - October 22, 2022, 9:54 pm

Dude that's fucking awesome.

I knew you had a game store in NY but an actual mag damn...

Nate - October 22, 2022, 10:11 pm

Interesting story, never knew or would of guessed

Prettykitty - October 22, 2022, 10:26 pm

I remember you mentioned doing this magazine somewhere way back in a post. That's quite the journey you went through.

murt - October 23, 2022, 4:56 am

lets all visit the game store ! HF meet up yo

N - October 23, 2022, 5:01 am

Nice, I knew about the video game store, didn't know about this.

Seemed like a fun project.

Slim - October 23, 2022, 3:10 pm

That's pretty neat. Glad you eventually found something that worked for you.

BTW any particular reason your username isn't Omni anymore?