

A New Magazine to Have and to Hold

Introducing Jimmy Hornet, a new quarterly magazine shining a light on the bravely creative. This publication shares the stories of established artists, musicians, authors, and personalities and seeks to discover the next generation of talent.



Melbourne, Victoria Mar 8, 2023 ([Issuewire.com](https://www.issuewire.com)) - Introducing **Jimmy Hornet**, a new quarterly magazine shining a light on the bravely creative with the goal of inspiring readers to be the same. This is a publication that shares the stories of established artists, musicians, authors, and personalities and seeks to discover the next generation of talent along the way.

When Jimmy Hornet, the much-loved music venue, was shut down during lockdowns, owner Anthea Palmer turned to the online world. The Hornet Press was launched in 2021 as a monthly digital magazine and a way of staying in touch with its musical community and customers. It quickly built an underground following.

"When lockdowns ended, it turned out we had created an audience that demanded we continue sharing stories," says Anthea Palmer, Editor in Chief, Jimmy Hornet. "We decided to scour Australia for the best stories to share, and with that, Jimmy Hornet, the magazine was born."

Featuring interviews, rants, research pieces, and photography, readers can expect to find a quirky sort of cool between the pages, from art, design, music, mindset, and entrepreneurial articles to general grooviness. This is a magazine that's a little bit sundry and a little bit rock'n'roll.

Anthea Palmer is a well-known musician and artist in her own right. Having launched her career as a singer in the band "Drama Queen", she founded the popular **Watch Tower Studio** in South Melbourne, showcasing local artists. After a short corporate stint, she turned her attention back to music and opened the live music venue **The Chandelier Room**, which launched many a career in the industry. Palmer has also coached over 200 students as the Founder of **Melbourne Rock School**.

The first Jimmy Hornet venue was based in Zhongshan, Guangdong Province, China, and Palmer operated under the much coveted 'Wholly Owned Foreign Enterprise' certification. In addition to running the venue, Palmer created a seven-city tour of South East Asia for Australian Singer-Songwriters.

Jimmy Hornet, the music venue, was host to a multitude of international and national acts, including **Tash Sultana, Jack Jones, Jimi Hocking**, and **Jordie Lane**. It's safe to say Anthea is a serial entrepreneur, having started and launched many successful businesses. **Jimmy Hornet** is set to enjoy the same success with an already existing, excited, and hungry audience.

The magazine will be launched on Saturday, March 18, and available to purchase after that time. The magazine will retail for \$25, with 1,000 copies available in the first print run.

Ends.

For media inquiries, interviews, or to review the magazine,

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