

TWENTY4SEVEN

ENTERTAINMENT EVERLASTING MAGAZINE

SPECIAL EDITION
ISSUE #5-
2011

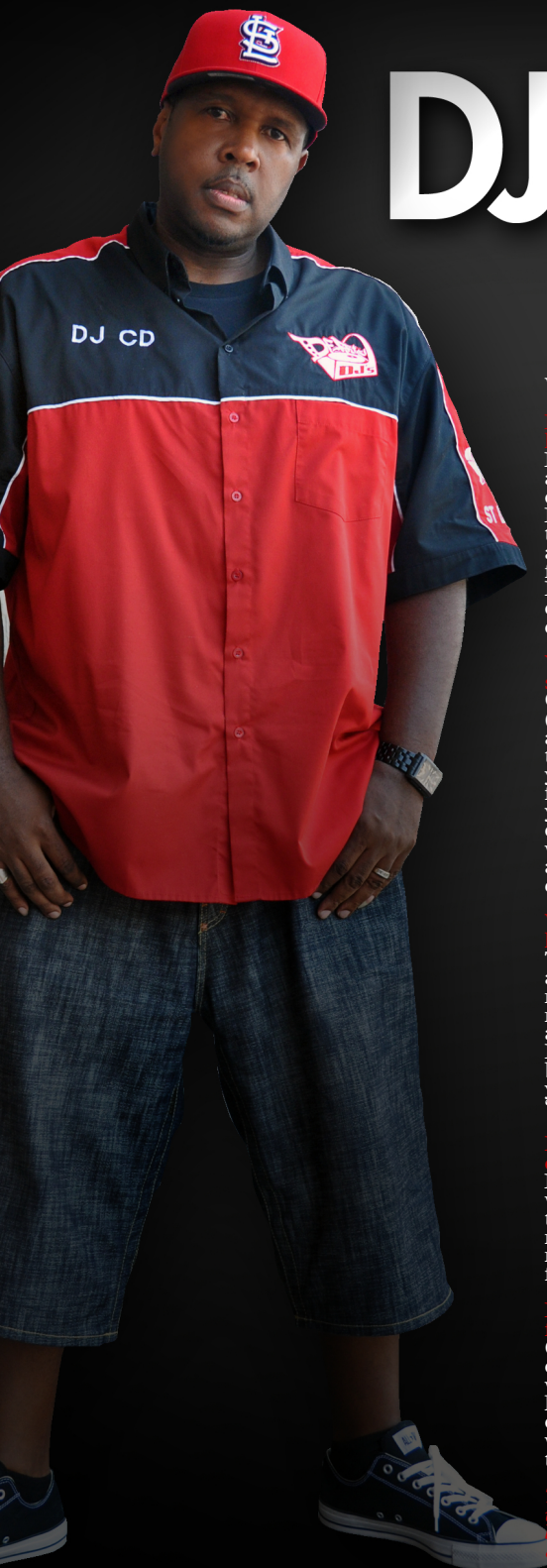
DJ CD
LAUREN VOGT
BIGGA BROWN
LOONEY BIN
RECORDS

KINKA KUT#

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DJ CD

Words by: Lucky Smith

It's been a while since we last spoke. What has transpired since then?

Man, I've really been on the grind. I've met a lot of wonderful and talented artist thru out the Midwest because of that interview. I've been in Makin' It Magazine. It was the top 50 DJ's on the move issue. My mix tapes are flying off the shelves. I've just got back from Little Rock, AK with Nelly and the St. Lunatics. We had about 30,000 fans come out for. (Shout out to DJ Deja Blu). That was crazy!

Your name is really starting to buzz in the streets. What is the secret to your success? Come on now, I can't tell you my secrets (lol), but if I had to tell one, it would be to always keep it fresh, and what I mean by that is that you've got to keep re-inventing yourself. You've got to stay in the publics face. Let them know you still in this b*#ch. If you're a DJ waiting on this music to change or go back to that golden era, you might as well give it up now or forever be known as an old school DJ. It is what it is. We can't change that.

With everyone trying be a artist or DJ, how have you stayed a head of the game?

That's an easy one. I follow trends not fads, and that's a big difference. Following fads may take you down a path where you don't need to be. Now you've ruined your image and your brand, standing there with an Ed Hardy shirt, skinny jeans, with a big ass belt buckle on. What the f*#k kind of DJ are you? (Lmao)! What type of music are you 'bout to play (lol)!

Being a veteran in the game how has music changed to you?

Man, it's a complete 360. Back in the day you would work a record for a couple of month then when the song hit, you would be jamming all year off that b*#ch. Now you work a record for a year and when it hits you play it for a few months. Now how crazy is that?

Do you feel artist today have what it takes for longevity?

Oooh, now I don't want any artist to take offense, but im gonna say no, and this is why. A lot of artist doesn't even know what longevity is. First off, when your song is only on radio for 1-2 months and all you really wanted was radio play, when that song is off the radio, it's over!

To read the rest of DJ CD's interview, log on to www.twenty4sevenmagazine.com. DJ CD can be reached at djcdspins@yahoo.com or 314-872-1629 (leave a message with area code).

Welcome to "Twenty4Seven Magazine: St. Louis Edition". Our special edition magazines vary according to the customers needs and are released in between our regular issues. Sometimes, they are made for one particular artist/label and other times, we focus on one particular city. For more information, feel free to log on to www.twenty4sevenmagazine.com.



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Photography:
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FEATURES

DJ CD	2
RUKA PUFF	4
LAUREN VOGT	5
BIGGA BROWN	6
LOONEY BIN	7

RUKA PUFF

Ruka Puff. You have really been making moves? It's actually been 1 year on the dot since we last interviewed you. Do you feel people are starting to recognize you now?
Yea, definitely. God has really blessed my career. I've worked hard. My crew and I, "Black 300" stayed faithful and God did the rest.

You stage show is still wild. Do you think it gives you an edge over other artist?
Yes, a lot of artists that do music are stale and crusty (lol) and most of them are trying to be a character that is not in them. "Ruka Puff" is my alter ego, which I display on stage. Besides that people want to be entertained not waste money. Its hard out here, lol.

You have been able to work with artists in other areas with ease. How has that helped you in their markets?
Well, if you do records with other people in other cities, it is promotion for you since you're not always there.

Its evident you're not just an artist because you have just done a music conference again. What made you want to do that and has it helped your career in any way?
I just wanted to provide an outlet to give back to indie artist in the Midwest. The South East, and Westcoasts have them so "Monsters of the Midwest" is for the Midwest artist or whoever wants to come really. My goal is to become a mogul out of the Midwest, not just to remain an artist.

You are really branding yourself in various ways. What else do you have going on now?
"Ruka Puff" cereal, underwear, porn, lol. Just playing, but I am doing a whole lot. Sky's the Limit". I just started my label "Black 300 Music Group" so look out!

So what is the new single you're pushing? And how did it come about?
I have 3 singles on the radio. "Turkey Ham" because I eat Turkey & Ham, "Nothing to Prove" speaks for itself and "Make it Wiggle" is about your girl lol.

Are there any people you want to recognize for helping with your success?
God, my family, my partner Marcus, and my old rap group "P.O.G".

If anybody wants to contact you, how do they go about it and any last words?
314 323 9802, 314 603 4978 or rukapuff@gmail.com, Facebook/rukapuff and follow me on twitter @RukaPuff. Peace and Blessings.

BEAUTY OF THE MONTH LAUREN VOGT

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BIGGA BROWN

Tell us who you are, where you're from and what you're working on?

I'm Bigga Brown, representing the Black 300 out of St. Louis, MO. I'm working on my first mixtape. I've been in the game for like 15 years and I've done a lot of traveling and have experienced a lot. This project will reflect that. My first single is called "Horses" and its an audio commercial for Polo.

What's the meaning behind Polo?

Polo is more to me than just some clothing. It brings back all the good things in my life from past to present. Shouts out to my uncle and may God bless his soul.

What type style do you have?

I'm more conscious because I have to make music you can play at the family reunion as well as the hood club. So I give you a balance of both.

Who are some people you are working with on your project and what has been the biggest obstacle for you?

My guy Hooks, Ruka Puff, Dre from Dre Day and a few others who have made this project success. My biggest obstacle would be the hate, because its "Crabs in a Barrel" here.

What can we expect from you in the near future?

My second single called "Getting Money". That's self explanatory, if you aren't getting it then what are you doing? Also, I stepped out of the box with a song called "My Eyes".

What else do you have going on?

I have a video production company with my partner Hook called "Shoot 2 Thrill Films". Plus I got my clothing line Piggy Banks that's coming soon.

If anybody wants to contact you, how do they go about it? Last words?

314-363-0826 or shoot2thrill@gmail.com. Quit walking around with your eyes wide shut. This game is not what it seems. Recognize your goals.



Tell us where you're from and how you came up with the label name?

We are from Imperial, MO, a suburb near the city of St. Louis. Out of the local hip hop music we had heard at the time, we had such a different sound than any of the other groups. We had unique lyrics and flow and definitely did not fit in. So we decided to create our own local hip hop label by the name of Looney Bin Records.

You have four artists on the label. Tell us who they are.

Mickie Stacks is a co-founder of Looney Bin Records as well as an artist and recording engineer. Clinical is a co-founder as well as an artist and recording engineer. Mickie Stacks and Clinical started Looney Bin Records in November of 2009 and then picked up the third artist on the label, Young Fade from Springfield, IL, in April of 2010. The fourth artist, Iconic from Imperial, MO, was signed in June of 2011.

Who is the first artist coming out and why?

Mickie Stacks and Clinical are releasing solo albums on the same day and are projected to release the albums in the fourth quarter of 2011. Mickie Stacks's album will be called Sweet Tea Vodka and Minute Maid Lemonade. Clinical's album will be called From Paper and Pen. Mickie Stacks and Clinical are releasing albums first to set the foundation for the label as far as dropping albums go.

What is the single you are pushing?

Mickie Stacks - "The first single I'm releasing from Sweet

MICKIE STACKS & CLINICAL LOONEY BIN RECORDS



Tea Vodka and Minute Maid Lemonade is called "Living Life in a Blur". It's about living life to fast and not taking time to enjoy the finer things in it [life]."

Clinical - "The single for my album From Paper and Pen is titled "Headphones". Basically it is my love letter to music. It elaborates how much music has done for me since I started doing it [music]."

We heard your music and it's pretty good. Do you have any Mixtapes or CDs out now?

Mickie Stacks - "Currently we have a Mixtape out called "Looney Tunes Vol. 2" which has features from a lot of the local rappers in St. Louis including Rukapuff, P.R.E.A.C.H., Corle2Da, and K9 Squad. I also have a solo Mixtape out right now called "Intergalactic" which is my first solo tape since creating Looney Bin Records.

Clinical - "Looney Tunes Vol. 2 is the biggest Mixtape we have done collaboratively. It was a huge success and brought a lot of new fans to Looney Bin Records. It also helped us earn the respect of a lot of the big name artists in the St. Louis area. I am releasing my first solo Mixtape on Looney Bin Records on June 29th titled "Show & Prove".

Name 5 things people will get from your music?

Mickie Stacks - "Insane lyrics with dope metaphors. I have also been experimenting and using multi-syllable rhyme schemes. I believe it is important to be different, so of course my music is going to be extremely diverse. You will laugh, cry, and probably get pissed off after listening to my music. At the end of the day, you will feel relieved that rappers still put time and energy into their lyrics".

To read the rest of Looney Bin Record's Interview, log on to www.twenty4sevenmagazine.com. Also, they can be reached at LooneyBinRecords@gmail.com

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