

BDG Launches Consumer Tech Publication, Input

Input Marks the Publishers First Launch Within Its Newly Formed Culture & Innovation Collection

NEW YORK - December 16, 2019 - BDG announced today the launch of [Input](#), a groundbreaking consumer technology and lifestyle publication that will focus on the intersection of tech, design, style, and culture. The new site will serve as an insider's guide to the industry, sharing a diverse perspective on the devices, creators, trends, and ideas that are changing our world. Input will be led by Joshua Topolsky, editor-in-chief of BDG's Culture & Innovation brands.

"Our goal with Input is to speak to a new generation of reader — people who feel technology isn't just about devices, but something that touches every part of their lives," said Topolsky. "We've built some killer tech of our own to tell new kinds of stories, and we're excited to push the boundaries even further, both in how we tell those stories, and the perspective they bring."

Jason Wagenheim, chief revenue officer at BDG, added "There's a major gap in how other media is covering the tech industry — not much has changed in the last 20 years. As we launch Input, we're rolling out new disruptive proprietary ad offerings to enable our brand partners to tell much richer stories at scale. Input is built around a stunning user experience primed for how consumers want their content."

Input has already hired a number of acclaimed industry journalists from outlets such as Mashable, Engadget, and Vice and will continue to build its staff throughout 2020.

Input will sit within BDG's Culture & Innovation Portfolio alongside brands Inverse, Mic, and The Outline. Collectively, with BDG's planned investment in editorial, marketing and audience development, the portfolio is expected to reach 20 million unique visitors a month by Spring 2020.

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About Bustle Digital Group:

Bustle Digital Group (BDG) is one of today's leading, global media companies with a portfolio of distinct digital and experiential brands that are shaping culture. Over 82 million readers turn to our brands - Bustle, Elite Daily, Flavorpill Media, Inverse, Mic, NYLON, Romper, The Outline, and The Zoe Report – to hear from a set of diverse voices around the issues and interests engaging the next generation. BDG is headquartered in New York City, with offices in Chicago, Los Angeles, and London.