

## **BDG Acquires The Outline**

**NEW YORK – March 27, 2019** – BDG today announced the acquisition of The Outline, a digital destination focused on the increasingly complex confluence of culture, power, and technology. The acquisition is effective immediately and will include The Outline’s chief executive officer and Editor-in-chief, Joshua Topolsky along with its editorial, technology, and revenue teams.

“The Outline has created industry leading technology and ad product,” said Bryan Goldberg, CEO and Founder, BDG. “We love what they’ve done as an independent, story-driven publication, and look forward to working together to speak to new audiences BDG has not previously reached.”

"We can't wait to bring our team, technology, and storytelling to the BDG family," said Joshua Topolsky, CEO, The Outline. "Bryan and the company have built an impressive modern media business, and we're excited to be part of the next chapter."

Founded in 2016, The Outline created a technology platform and brand for cultural enthusiasts, guiding its readers to understand the world, feed their curiosity, and challenge assumptions along the way. The Outline has been lauded for its groundbreaking digital design and brazen storytelling, winning Digiday Awards for “Best Publishing Platform” and “Best Design,” and a Society of News Design Award for “World’s Best Digital Design.”

The Outline is BDG’s sixth acquisition since its founding, most recently having purchased The Zoe Report, Gawker, Flavorpill Media, and Mic in 2018. The site will also join BDG’s portfolio of brands including Bustle, Romper, and Elite Daily. Collectively, the digital publisher reaches over 50 million US Comscore readers a month.