

BDG Acquires Inverse

The publisher continues to build its culture and innovation portfolio with latest acquisition

NEW YORK – July 23, 2019 – BDG today announced the acquisition of Inverse, a leading technology media brand for technology, science, and culture enthusiasts. The acquisition is effective immediately and will include founder Dave Nemetz.

"Bringing Inverse into the BDG portfolio is a natural step for us as we expand into technology and culture coverage," said Joshua Topolsky, Founder, The Outline. "We're excited to build on Inverse's scale and audience, and introduce even more people to new and fascinating voices, stories, and experiences."

"Inverse exists to spark curiosity about the world around us, and we are thrilled to continue that mission with BDG," said Nemetz. "With the shared resources and larger platform that BDG offers, we can amplify our coverage of the ascendant thinkers and doers who are endeavoring to build a better future."

Nemetz will serve as Executive Vice President, Inverse, working alongside Topolsky on BDG's suite of culture and innovation brands, which includes The Outline and future projects in the technology category. BDG will continue to grow the portfolio and focus on establishing unique and clever storytelling with voices that are authoritative, insightful and will cut through the noise.

Founded in 2015, Inverse reaches over 10 million uniques per month and will enable BDG to speak to new and highly engaged audiences that are interested in exploring the anatomy of the world around us.

Inverse is BDG's eighth acquisition since its founding, most recently having purchased The Outline and NYLON earlier this year. The site will also join BDG's portfolio of distinct digital brands that include Bustle, Elite Daily, Flavorpill, Gawker, Mic, Romper, and The Zoe Report.