

BDG Taps Elizabeth Webbe Lunny as Executive Vice President, Revenue

*Lunny Previously Held Senior Leadership Positions at T Magazine,
Women's Health and Condé Nast*

NEW YORK - September 5, 2019 - BDG announced today the hire of Elizabeth Webbe Lunny as executive vice president, Revenue. In her role, Lunny will oversee all revenue and brand partnerships for BDG's portfolio of media brands, which collectively reach over 84 million unique visitors a month. She will report to Jason Wagenheim, chief revenue officer at BDG. Lunny's appointment takes effect on September 30.

"Elizabeth is a fearless innovator and sales leader whose work I have long admired," said Jason Wagenheim, chief revenue officer at BDG. "She understands the power of our portfolio and our strategy for growth. As we continue to create industry-leading content, ad product and consumer engagement strategies, Elizabeth's experience will make an immediate impact."

"BDG has established itself as a leader in the millennial digital space across a broad spectrum of consumer passion points," said Lunny. "Jason and his team have achieved substantial revenue growth and scale, which is remarkable given the current marketplace conditions. It's an exciting time to join BDG as we look to the next chapter."

Most recently, Lunny served as the vice president of media and the publisher of *T Magazine* for The New York Times. In her role, she was responsible for significant revenue growth, driving digital, and activating integrated strategies across media platforms. Previously, Lunny was the associate publisher of *Women's Health*, where she generated the digital, social, and print advertising revenue strategy. Before that she was vice president of Integrated Sales & Marketing for Three Lions Entertainment, garnering experience in global marketing and activating tent-pole events on behalf of Fortune 500 clients for live network television programming.

Lunny has held senior positions at Condé Nast, including advertising director at *Vogue* in which she managed the sales team while increasing revenue across all brand platforms. She also served as an associate publisher for *Women's Wear Daily* and an executive marketing and sales director of Condé Nast Media Group, creating integrated marketing programs that ranged between \$5 million and \$36 million.

Earlier in her career, Lunny worked at *Harper's Bazaar* and *Teen Vogue*.

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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 84 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.