

## **BDG Acquires Some Spider Studios**

*Acquisition Brings Together Four Leading Parenting Publications to Create  
New Portfolio*

*The Deal Strengthens BDG's Authority in Parenting*

NEW YORK – July 21, 2021 – BDG today announced the acquisition of Some Spider Studios, the holding company behind the largest collection of digital media brands for parents in the world, Scary Mommy, Fatherly, and The Dad. The addition of Some Spider Studios to BDG's portfolio of publications will immediately unlock new revenue opportunities, fortifying BDG's overall business, and further cementing BDG's market position as the premier digital media publishing company.

"This is an incredibly exciting acquisition for BDG. Some Spider Studios has built a loyal audience and thriving business. It is the undisputed leader in the parenting media category," said Bryan Goldberg, CEO and Founder, BDG. "Acquiring Some Spider Studios is a natural next step for BDG as we expand our newly created parenting portfolio and continue to build a scaled and diversified publishing company."

Both BDG and Some Spider Studios achieved profitability in 2020, and this strategic acquisition will accelerate BDG's growth and continued profitability in 2021. Combining the companies adds an expansive and influential new audience to BDG's platform and grows the Company's total monthly readership to over 100 million.

"This transaction is a testament to the best in class team we've assembled over the years. They built the dominant media company for parents, empowering moms and dads to lead more fulfilling lives," said Vinit Bharara, CEO and Founder, Some Spider Studios. "Uniquely fast growing and nicely profitable, there was a lot of interest from a lot of parties. We chose BDG because of the great respect they have for this important demographic, our brands and our people, which translated to a strong result for our shareholders. We're excited to be part of the growing BDG family and its ambitious, bright future."

BDG is now home to the largest parent-focused media portfolio in the world and will provide the industry with a powerful platform to reach tens of millions of parents everyday. Romper, BDG's parenting publication launched in 2015, will live within the newly created portfolio, which will be led by Chief Content Officer, Lifestyle & Parenting, Emma Rosenblum. Each of the publications will continue to create compelling content and programming across verticals and produce a slate of live experiences.

Founded in 2014 by serial entrepreneur and former Diapers.com co-founder Bharara, the brands behind Some Spider Studios reach the most parents in the country. Quickly after its founding, with financial backers that included Bharara, Marc Lore and NEA, Some Spider Studios scaled revenue rapidly and profitably to become one of the US's largest private digital publishers. Bharara will remain as a strategic advisory partner to BDG throughout the transition.

Some Spider Studios is BDG's ninth acquisition since its founding. Scary Mommy, Fatherly, and The Dad will join BDG's portfolio of brands under Rosenblum that also include Bustle, The Zoe Report, NYLON, and Elite Daily.

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