



Bustle Announces New Research Group, Taps Political Consultant & Strategist to Lead

Bustle will make investment in data driven insights into consumer, technology, and market trend behavior of millennial women

NEW YORK, NY January 19, 2016 - Bustle, the largest digital media property targeting millennial women, announced today the launch of the Bustle Trends Group, a data-driven creative research arm led by political consultant and strategist Jessie Tarlov, Ph.D. Tarlov, a graduate of the London School of Economics, previously acted as senior strategist of Schoen Consulting where she led the research team, and brings over a decade of experience in research, polling, economics, and political consulting. She joins Bustle on January 18 as Senior Director of Research & Consumer Insight.

As the leader in digital publishing for millennial women, with a global audience of 50 million unique readers monthly, Bustle is uniquely positioned to leverage their in-depth understanding of trends, technology, media consumption, and consumer behaviors of millennial women and effectively deliver that knowledge to brands and market leaders.

"We launched the Bustle Trends Group to help our marketing partners and the industry better connect with their consumers — and our readers — at any given moment," said Bustle Chief Revenue Officer Jason Wagenheim. "Technology, data, and social media will continue to have a massive impact on how young women consider and ultimately purchase products, and Jessie is the perfect person to deliver the most relevant marketplace insights available — across a variety of categories and industries."

"I'm so excited and energized to be leading the Bustle Trends Group," said Tarlov. "I share with Bustle a passion for millennial women's issues and data. With our own polling and data analysis, it will be a groundbreaking opportunity to activate a deeper engagement with our readers through trustworthy insights and real observations that delve into everything, from politics to professions, to fashion and experiences."

The Bustle Trends Group plans to publish at least three major projects in 2017 providing the industry with valuable data on how to best reach this influential generation. The Group's first project, due this spring, will be a modern take on Marcel Proust's famous 1924 questionnaire, covering how Bustle readers think, buy, act, vote and consume information — along with what exactly they prioritize when making purchase decisions.

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About Bustle:

Bustle is the largest digital media property aimed at Millennial women, reaching over 50 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning breaking news, entertainment, lifestyle, fashion and beauty, relationships and more. (www.bustle.com)

About Romper:

Romper is reaching a new generation of parents as the first digital media property written by millennial parents for millennial parents. Launched in November 2015, Romper is among the fastest growing parenting sites, reaching over 8 million unique readers monthly. (www.romper.com)