BDG Pens Partnership With Music Festival Firm Breakaway With $10 Million Projected Revenue

After transforming itself from a digital publisher into an experiential media company, Bustle Digital Group is taking its live-events strategy national through a new partnership with the multi-city music festival firm Breakaway.

The deal establishes a joint sales team between the two companies and is projected to generate roughly $10 million in its first year, according to BDG founder and chief executive Bryan Goldberg.

The partnership unites BDG's cultural brands—including Elite Daily, Nylon, and Bustle—with Breakaway's network of 14 festivals across the U.S., which reach about half a million attendees annually.

"Breakaway brings the stages, cities, and community," Goldberg said.

Recommended videos
https://www.adweek.com/media/bdg-breakaway-partnership-elite-daily/