Bustle Digital Group Buys Mic for an Estimated $5 Million

Executives at digital news publisher Mic managed to lay off nearly the entire company and secure a new owner all in one day. The company, which launched with a splash as a go-to news source for millennials, is officially being sold to Bryan Goldberg’s Bustle Digital Group. Sources say a cash-strapped Mic had been aggressively… https://www.adweek.com/digital/bustle-digital-group-buys-mic-for-an-estimated-5-million/