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Square Up Media acquires Factory Media

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Square Up Media – publisher of *Square Mile*, *Foodism* and *Escapism* magazines – is happy to announce it has reached an agreement with Forward Dimension Capital (“FDC”) to acquire Factory Media, excluding its German assets. Factory Media runs 20 brands across sports and lifestyle, including Mpora, Road Cycling UK, and Dirt. With more than 6.8m monthly unique users across its sites, and an average monthly social media reach of 380m people, Factory Media is one of the UK’s strongest media companies within the digital space.

FDC commented “Having overseen the successful growth in Factory Media’s digital offering, we are delighted to have sold the business to Square Up Media. We have great confidence that Tim and his team will continue to enhance Factory Media’s proposition, particularly in the sports and lifestyle segments.”

In 2016, Square Up Media also acquired events company and agency Marshall Harrison, which works with the BRIT Awards, the Prince’s Trust and Teenage Cancer Trust, to name a few. As such, Square Up Media has become one of the fastest-growing media companies in the country, doubling in both size and turnover in the past 12 months.

Tim Slee, CEO of Square Up Media, says: “We were one of the pioneers of the freemium print model when we launched *Square Mile* back in 2005, and since then Square Up Media has become renowned for its print products – as well as its websites and events. However, with our latest acquisitions, we have developed into one of the most exciting companies in the UK’s media landscape. We now have a broad and robust portfolio across print, digital and events, while remaining true to Square Up Media’s spirit – creating exciting lifestyle products that inspire our readers, as well as us.”

The company also invested in a new photo studio last quarter. Tun Yard Studios, in Clapham Old Town, is a 1,400sq ft space primarily used for Square Up Media shoots, but also available for hire as a fully equipped studio or events space.

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For more information or to interview Tim Slee, contact Melissa van der Haak on 020 7819 4192 or email melissa.vanderhaak@squaremile.com

For more information on any of the companies, see: squareupmedia.com | factorymedia.com | marshallharrison.co.uk

Square Up Media

Square Up Media is one of London's leading luxury media houses. Its portfolio includes *Square Mile*, *Hedge*, *Escapism* and *Foodism*. For more information, visit squareupmedia.com

Escapism

Escapism magazine is the UK's largest independent travel title. The free, mass-market publication is made for urban Brits with one eye on the job and another on the next holiday. Its eight issues per year are distributed at Zones 1 and 2 Tube stations, airports, hotels and select venues.

Foodism

Foodism began in November 2013 as a website and weekly newsletter for London food and drink lovers. In December 2014, it launched as a standalone print magazine and now has a circulation of 110,000. Its eight issues per year are distributed at Zones 1 and 2 Tube stations, as well as major cities outside London.

Square Mile

Square Mile magazine was created in 2005 and is the leading luxury lifestyle publication for the City of London. It is distributed every month to nearly 60,000 affluent business people working in the financial services industry.