

Media Maestro: dmg ventures' new competition to bring startups to the masses

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Temps de lecture : minute

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dmg ventures is a consumer venture capital fund with a difference. They aim to bridge the gap between B2C startups and mainstream consumers, through their relationship with the UK's largest news media group, dmg media. You can read more about their unique investment strategy in a Maddyness Q&A here.

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dmg media is the largest news media group in the UK, reaching 33.4 million UK consumers each and every month. The group owns some of the UK's largest print newspapers (Daily Mail, The Mail on Sunday, Metro and i), their digital equivalents (MailOnline, metro.co.uk and inews.co.uk) and a handful of more sector-specific publications (incl. New Scientist and This is Money). Globally, the group has a whopping 172 million unique browsers per month!

MailOnline, in particular, is a behemoth, reaching 23.1m+ consumers in the UK monthly, who in turn view 2.2bn pages each month. MailOnline also reaches 113 million non-UK consumers each month and is one of the world's largest contributors to various social platforms, making it one of the most-read publications globally. Due to the breadth of dmg media's publications, it has the ability to reach consumers across every life stage and demographic. dmg ventures leverages this vessel to bring consumer startups into mainstream consciousness.



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Article by Maddyneess UK