



The
PENNY
HOARDER
.com

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FOR IMMEDIATE RELEASE

Taylor Media's 2015 Growth Makes It One of the Fastest- Growing Digital Media Companies

February 2, 2016 (St. Petersburg, Fla) — Taylor Media, which runs personal finance blog The Penny Hoarder, today released growth figures from 2015 that show it's one of the fastest-growing digital media companies.

The Penny Hoarder saw more than 100 million pageviews in 2015, finishing in the top 200 most trafficked websites according to Quantcast. Popular posts include 32 Legitimate Ways to Make Money at Home and 6 Ridiculous (But Effective) Ways to Save On Your Groceries. The company also reached a new milestone with over a million email subscribers.

"The growth we've seen over the last year is more than we could have ever imagined," said Kyle Taylor, founder of The Penny Hoarder. "We're thrilled about the new features we implemented, from our Black Friday live blog to our first annual Choose Your Own Prize giveaway. This year will bring equally as exciting projects and we can't wait to share with our fans."

The growth in readership also led to an annual revenue of \$7.7 million. To continue fueling that growth, the company opened an office in downtown St. Petersburg in 2015, after five years of operating remotely. The office now houses 17 full-time staff, and the company plans to add another 20 positions in 2016.

Open positions include Email Marketing Manager, Advertising Operations Manager, and PR Manager. All job descriptions are available on Taylor Media's careers page.

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ABOUT TAYLOR MEDIA

Based in St. Petersburg, Florida, Taylor Media was founded in 2010 by Kyle Taylor. Its primary web property, The Penny Hoarder, a blog about weird ways to earn and save money, sees about 5.5 million unique visitors a month. The Penny Hoarder has been featured on sites like Oprah.com, CNN, Men's Health, Entrepreneur and Yahoo! Finance.

Company website: <http://taylormediacorp.com/>

The Penny Hoarder: <http://thepennyhoarder.com>

