

**FOR IMMEDIATE RELEASE****Taylor Media Ends Q3 with Major National Award, Valuable Hires and Larger Headquarters*****The Penny Hoarder brings on seasoned journalism pro John Schlander as Managing Editor***

ST. PETERSBURG, Fla. - October 4, 2016 -- Taylor Media closed out an exciting Q3 with a new, larger office space and 47 employees -- up from just 14 a year ago. That includes the recent hire of John Schlander as Managing Editor, a veteran journalist who joined the company from the Tampa Bay Times.

The St. Petersburg, Florida-based company owns and operates [The Penny Hoarder](#), one of the largest personal finance websites with 12 million monthly visitors. The [Inc. 5000](#) recently named The Penny Hoarder the #1 fastest-growing private media company in the country, and the 32nd fastest-growing private company overall.

Building on momentum from the Inc. 5000 recognition, the company hired Schlander, former Digital General Manager of the Tampa Bay Times. Schlander will use his 32 years of journalism experience to oversee the company's editorial efforts.

*"The Penny Hoarder's content resonates deeply with its rapidly growing audience," Schlander says. "I'm drawn by the mission of putting more money in our readers' pockets, and I'm delighted to join this talented staff and help to continue its success."*

Adding to its exponential growth, Taylor Media made several other valuable hires in 2016. New leadership and junior staff roles were created in the editorial, tech, communications, video, social media and advertising departments, as well as paid internship and fellowship positions for recent college graduates.

In September, Taylor Media moved into an office building on the 300 block of First Ave. S. in downtown St. Petersburg. The new space is more than triple the size of the old one and boasts several presidential-themed meeting spaces, like the Lincoln room and the Oval Office, which serves as a large conference room. The "living room" provides a studio setting for The Penny Hoarder's popular Facebook Live segments.

Taylor Media is on track to more than double its 2015 revenue of nearly \$8 million by the end of 2016.

**About The Penny Hoarder:** The Penny Hoarder makes personal finance fun through compelling, shareable multimedia content. We help millions of readers worldwide earn and save money by sharing job opportunities, personal stories, freebies and more. Kyle Taylor, founder and CEO, started the website out of his home in 2010. Today, The Penny Hoarder, owned by Taylor Media, operates out of downtown St. Petersburg, Florida, with a team of nearly 50 employees.  
[www.ThePennyHoarder.com](http://www.ThePennyHoarder.com)

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