

Industry Dive acquires CFO.com

By Suzanne Struglinski, Industry Dive Public Relations Manager
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Industry Dive, a leader in business journalism, has acquired CFO Media Group in a deal announced today.

This will join CFO, the largest and most recognizable media brand trusted by chief financial officers for 35 years, with Industry Dive's growing portfolio of award-winning industry publications, including [CFO Dive](#), an established resource for the financial community.

The acquisition includes the CFO brand, magazine, site, research, events, audience & staff.

Industry Dive will continue to operate CFO.com as a premier resource for financial executives, serving market research, expert interviews, and thought leadership. Editorial will remain under the helm of Vincent Ryan, Editor-in-Chief and Lauren Muskett, Managing Editor, who join Industry Dive as part of the acquisition.

CFO Magazine and email subscribers also will receive access to [CFO Dive](#)'s original journalism and industry analysis. Launched in August 2019, CFO Dive has grown to 15,000 daily newsletter subscribers and an audience reach of 40,000. Using its unmatched insight collected via first-party audience data, at a time when the role of CFOs is undergoing a great change, Industry Dive will be at the center to keep these leaders informed.

"Combining a more than quarter-century brand with one of the fastest-growing financial publications under one roof gives us unparalleled ability to serve chief financial officers and the service providers that support them," Industry Dive CEO Sean Griffey said. "Our journalists will continue to provide readers the latest news and insight into the industry while dedicated content experts will work with clients to reach the right audiences."

While many media companies have seen constricted budgets this year, today's acquisition marks the second for Industry Dive in 2020. In July, [Industry Dive acquired the content marketing studio owned by NewsCred](#) - combining it with the existing brand studio to create [studioID](#). In October, studioID released its first [study of key media consumption changes for B2B decision-makers](#) as an initial example of its in-depth expertise on industry audiences.

In 2020, Industry Dive also launched two new publications: [Transport Dive](#) and [Cybersecurity Dive](#), met audience demand to split Education Dive into dedicated [K-12 Dive](#) and [Higher Ed Dive](#) publications, and updated other newsletter coverage areas.

"At Industry Dive, we're taking the very best of niche media and continuing to grow by going deep into markets," Griffey said.

G2 Capital Advisors, LLC ("G2") was engaged by CFO Publishing LLC as the exclusive sell-side advisor to lead a highly targeted and efficient sale process for CFO's digital and physical media assets, customized virtual webinar platform, and valuable research and analytics services.

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About Industry Dive

Industry Dive is a leading business journalism company. More than 11 million decision-makers across 21 competitive industries rely on Industry Dive's exclusive insight and analysis delivered through 22 publications.

[studioID](#) is Industry Dive's global content studio recognized for creating award-winning content marketing for brands. We deliver insights-fueled content programs that nurture prospects and customers from discovery through to purchase, connecting brand to demand.

About CFO Media Group

The CFO Media Group, publisher of CFO Magazine, CFO.com and CFO Research, is a leading global voice in enterprise finance intelligence and cutting-edge, award-winning thought leadership targeted to the global community of Chief Financial Officers. For over 35 years, senior finance executives have trusted the CFO brand for timely and authoritative content, news and analysis. CFO.com features special reports, executive viewpoints, news, and how-to stories across seven core service areas. In addition to content and eNews channels, CFO's products and services include digital advertising, on-demand video content, webinars, white papers, lead-generation services, print media, and custom research.

About G2 Capital Advisors

G2 Capital Advisors provides M&A, capital markets and restructuring advisory services to the middle market. G2 offers integrated, multi-product and sector-focused services by pairing highly experienced C-level executives with specialist investment bankers. G2 aspire to be the trusted advisor of choice to its clients including corporations and institutional investors.

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