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<https://therealdeal.com/2017/10/06/bustles-parent-company-takes-another-floor-in-midtown-south/>

Bustle's parent company takes another floor in Midtown South
BDG Media has now leased three full floors at 315 PAS

Online publisher BDG Media is expanding its footprint at Columbia Property Trust's 315 Park Avenue South.

BDG owns and operates Bustle, a women's lifestyle and news website, and Romper, a parenting blog, from the 10th and 11th floors of the building in Midtown South. The new lease expands the company's headquarters from 34,100 square feet to 51,150 square feet, through the addition of the entire 12th floor to their lease, according to the Commercial Observer.

BDG moved into the the 20-story, 331,000-square-foot building just last year. Asking rent for the 12th floor space was \$80s per square foot, a source told the Commercial Observer.

"BDG Media's expansion serves as further validation of our efforts to reposition 315 Park Avenue South as the premier Midtown South office destination for New York's most cutting-edge creative companies," Adam Popper, a senior vice president at Columbia Property Trust, said in a prepared statement.

Columbia paid \$353.9 million for the building in January 2015. [\[CO\]](#) – *Christopher Cameron*



315 Park Avenue South