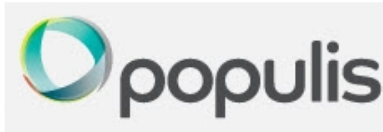




Populis, the “European Associated Content”, acquires blog network Bloglo for €6m

by **Steve O'Hear** on January 17, 2011

3 Comments



Populis (formerly GoAdv), which we've previously described as **the “European Associated Content”**, has just announced that it's acquiring Bloglo, a blog network that operates in Europe and South America owned by Dada, the Italian web publisher part owned by RCS

MediaGroup. The acquisition price is pegged at €6 million.

The “thematic blog network” consists of over 250 bloggers who cover 70 niches spanning subjects such as automotive, sport, finance and the arts. It targets the UK, France, Spain, Italy and Brazil, boasting around 100 million page views a month, says Populis, citing Nielsen stats as of November 2010.

Blogs in the network include **Dasmarias** in Brazil, **Cotilleoblog** in Spain, **Autosblog** in France, **TwoWheels** in the UK and **Tvblog** in Italy.

To that end, Populis is talking up the acquisition as a giving the company access to “high quality multilingual content in 5 key countries” upping its content production to a total of 35,000 items per month and giving it a reach of 24.8 million unique monthly users, this time citing Comscore's November 2010 stats. In particular it gives Populis an opening into the South American market, while the company will retain Bloglo's office in Milan along with its international team.

Populis

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Website: goadv.com

Location: Dublin 4, Ireland

Founded: July 1, 2004

Funding: €11.5M



Populis [formerly known as GoAdv] is one of Europe's fastest growing digital media companies (Source: GP Bullhound Media Momentum 2009, 2010).

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