

Mashable sells for \$50 million

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Yet another internet publication has been swallowed up by a bigger publication with the announcement that Mashable has been bought by Ziff Davis for a cool \$50 million. While \$50 million sounds like a nice price, it was a far cry from the \$250 million they were expected to sell for, however, after they reported losses of \$10 million last year that valuation dropped like a rock. [Variety has more on this story.](#)

Digital-media firm Mashable has clinched a sale for the company — and it's not for a price that founder Pete Cashmore or investors including Turner were looking for.

Ziff Davis, a tech, gaming and healthcare publisher, is buying the New York-based company for about \$50 million, the Wall Street Journal reported, citing anonymous sources. That's 20% of Mashable's valuation of \$250 million following a \$15 million round of funding last year led by Time Warner's Turner.