

Forbes buying online news startup True/Slant

May 25 2010, By ANDREW VANACORE , AP Business Writer

(AP) -- Forbes Media is buying the online news startup True/Slant.

Lewis Dvorkin, who founded True/Slant and was once an editor at Forbes magazine, announced the deal in a blog post Tuesday. He didn't say how much Forbes is paying.

True/Slant, which started about a year ago, seeks to offer a launch pad for individual writers to build followings around their work. It began with about 100 freelance writers posting bits of [news](#) and opinion. A few of the contributors came from established news brands including CNN, Rolling Stone and Newsweek.

Unlike most traditional news outfits, True/Slant offers to share [advertising revenue](#) with its [writers](#). The whole concept is built around the journalist as entrepreneur - a "brand of one" as Dvorkin put it in an interview last year.

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