

Financial

The Guardian | Tuesday November 13 2007

Internet

Love's labours gain in the blogosphere

Two US entrepreneurs are looking for internet labours of love to turn into profitable businesses. Hecta Media, based in London and Los Angeles and run by Frederick Krueger and Clark Landry, will buy niche European and US businesses such as blogs and specialist websites which can be put together to attract big advertisers. It has raised £5m and a listing on Aim this week will give it further funds, possibly valuing the company at up to £7m. Landry said: "We are looking for people who have developed websites as a labour of love, but built a following." **Richard Wray**