

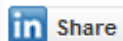
MARKETING

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EVOLVE MEDIA ESTABLISHES CANADIAN OPERATION

January 30, 2012 | Chris Powell | Comments



Digital media company **Evolve Media** has expanded its presence in Canada with the launch of two new business units.

The Los Angeles-based company already has a presence in Canada through **Gorilla Nation**, which represents sites including NFL.com, Gizmodo, The Guardian and Reuters. Those sites reach more than 10 million unique Canadian visitors each month.

Evolve is now introducing the women's lifestyle-focused **totallyher** and male-focused **CraveOnline** units to Canada, increasing its online reach among Canadian audiences to more than 21 million unique visitors each month.

Comprised of sites including SheKnows, Us Weekly, Gawker and the FashionSpot, **totallyher** is a female-focused business unit that reaches more than seven million Canadian women each month.

CraveOnline caters to young males 18-34 through sites including Ebaumsworld.com and Craveonline.com. The sites reach more than four million unique visitors each month.

"Evolve Media believes that in today's crowded marketplace, brands achieve more by working with experts," said **Walder Amaya**, senior vice-president of Canadian and international operations for Evolve, in a release.

"When we were presented with the opportunity to work with these rapidly growing and fantastic communities we knew that in order to be experts across a varied set of audiences and demographics, we would need to not only build dedicated sales teams for each vertical, but entirely specialized divisions – which we have accomplished through **totallyher**, **CraveOnline** and **Gorilla Nation**," said Amaya. "Through this, we are able to offer relevant content, context and creative to Canadian advertisers."

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