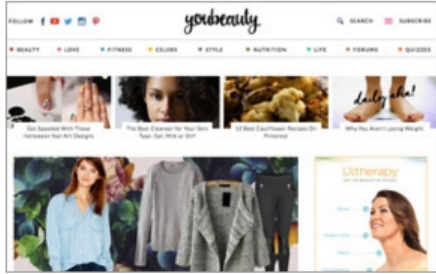


TotallyHer Sells Ads For YouBeauty.com

by Erik Sass @eriksass1, October 7, 2015, 4:22 PM

 Comment



Evolve Media's TotallyHer, a lifestyle publisher targeting millennial women, has entered into an advertising sales representation agreement with YouBeauty.com. The beauty and wellness site was founded by Dr. Mehmet Oz and Dr.

Michael Roizen, giving Totally Her responsibility for selling YouBeauty ads.

The agreement, which spans content marketing, social and display advertising, will allow TotallyHer to package ad inventory from its own Web site, TotalBeauty.com, with inventory from YouBeauty.com, offering marketers greater scale through a single ad buy.

By itself, YouBeauty.com reaches 1.2 million unique visitors per month, according to comScore. Together, the sites should have a combined audience of 11 million unique visitors per month.

The new partnership comes a little over a month after parent company Evolve Media appointed Jennifer Catto senior vice president of integrated marketing, overseeing marketing strategy and research for its three main publishing divisions: TotallyHer, men's lifestyle site CraveOnline, and Martini Media.

Evolve has been expanding at a steady clip in recent months. In June, it acquired affluent marketing and advertising firm Martini Media. Separately, Evolve's CraveOnline property recently underwent a major revamp, as part of a strategic move to focus more closely on reaching men ages 25-34.

Crave, known for its coverage of music, gaming, sports and entertainment, also added new channels focused on culture, art, design and style.

The new site offers a variety of content, including text, video and galleries, with editorial geared towards search and discovery of new interests as well as detailed explorations and in-depth analysis of trends and events. The update also created more opportunities for marketers in categories spanning travel, style, food, and related lifestyle areas.