

~ MULTIPLATFORM CONTENT NEWS ~

Evolve Media Corp.'s male-oriented digital property CraveOnline Media has acquired sites owned and operated by Gorilla Nation, including GameRevolution and LiveOutdoors. With the addition of these new publishers, CraveOnline now reaches 30 million US uniques per month (based on comScore data), making it the largest male/lifestyle publisher online, according to the company. "With the entire sponsorship display marketplace moving towards a 'fewer, bigger, better' model, we saw this as an opportunity to double down, going to market with a sales team that is twice the size, and an ability to bring truly scalable online and offline ad products and media programs to our clients," said Brian Fitzgerald, President and Co-Founder of Evolve, in a statement.