

TORONTO--([BUSINESS WIRE](#))--Evolve Media LLC, an integrated digital media company, announced today a global partnership with Apartment Therapy in Canada, the United Kingdom and Australia. Inspiring readers to make their homes more organized, healthy, and beautiful, Apartment Therapy is the trusted home authority for a new generation. The site's advertising inventory will be represented by Evolve's TotallyHer division, a leading digital media, marketing and sales organization dedicated to women and their families.

Apartment Therapy is the world's largest independent home design website, reaching over 8 million readers each month (Google Analytics, January 2013). With the aim to save the world, one room at a time, the site offers DIY articles, tips, and photo galleries on everything from pillows to paint and bedrooms to backyards. Readers' homes are often featured in posts, while the editorial staff provides reviews of stores, services and new products.

Launched in 2004, Apartment Therapy has cultivated an audience of engaged, educated and influential readers who heavily interact with the website via social media shares. The site has proven to be fiercely popular on Pinterest, having been listed as a Top 20 Pinterest Image Source.

"About 15 percent of our traffic comes from international English speaking countries. We are excited about working with TotallyHer to be able to best serve advertisers in these areas," said Chris Phillips of Apartment Therapy. "This makes for an exciting partnership for all of us."

"We are ecstatic to incorporate Apartment Therapy's celebration of the home into TotallyHer's female and family-focused offering," said Walder Amaya, SVP of Canadian and International Operations for Evolve Media. "Based on the site's impressive reach, premium content, and loyal following, we are certain that this partnership will be beneficial for both readers and advertisers, alike."

Evolve Media LLC.

Evolve Media is a publisher of leading enthusiast destinations for men and women. Leveraging proprietary advertising and publishing technologies, as well as hundreds of talented content professionals, Evolve Media offers premium and engaging content to its readers, while offering marketers the tools needed to execute custom, content-led marketing solutions that reach its audience of over 95 million people globally each month. The mission is simple; we deliver Content, Context and Creative at Scale.