

Glam Media comes to South Africa

Glam Media, described as a Silicon Valley new media company that become number one in fashion, offers an alternative media model, vertical media, to help premium brands connect with passionate audiences in the fragmented content social landscape that continues to grow online. Its International division has now partnered with Ad Dynamo for South African inventory.



Ad Dynamo is a Cape Town based online and mobile advertising marketplace, powered by proprietary technology developed over a number of years and has extended its global presence to Nigeria, the UK, Ireland, the Netherlands and Spain.

Glam Media International is described as the 14th largest online destination worldwide and No 1 in the lifestyle category. Senior director of network and community marketing at Glam Media International, Julieta Alvarado, comments, "The company is excited to be able to offer its product to the South African market and looks forward to working with its South African partner in a mutually profitable partnership."

"Opportunity to reach a sophisticated audience"

The medium offers South African advertisers the opportunity to reach a stylish, sophisticated and influential user base. With verticals such as style, family, living, entertainment, luxury and health and wellness on the [women's site](#) and sports, entertainment, lifestyle, tech and autos on the [men's site](#), South African brands will have an alternative platform on which to spend online advertising budgets.

Sean Riley comments, "This is a world class publisher that offers advertisers the opportunity to reach a sophisticated audience in a highly targeted manner. We're very excited about our partnership."

About Glam Media

With the advent of online search and social networking, consumers are using portals less frequently and are now discovering highly relevant content in mid-tail and niche sites. By pairing its 2500 publishers worldwide with its own flagship properties, it has 4000+ authors that create, curate and monetize premium content.

Glam Media reports that it is a comScore Top 10 US Web Property, ranked number 8 and is No 1 in reach for women online, with 94 million unique monthly visitors in the US and more than 200 million unique hits globally.

For more, go to www.glammedia.com/about_glam/our_story/an_idea_whose_time_had_come.php