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SheKnows.com, Leading Women’s Lifestyle Site, Expands Globally with SheKnows Australia

SheKnows.com.au Launches with All Local Content and Video Offering Allowing Leading Brands to Connect with Australian Female Online Audience

Sydney, Australia – July 4, 2012 – SheKnows (SheKnows.com), one of the fastest-growing online destinations for women, announces the second in a series of three fully dedicated international sites with the launch of SheKnows Australia. The site reflects the voice of Australian women by featuring content created by Australia based writers and videos produced locally.

SheKnows.com.au launches with over 1,000 articles all created by Australian writers. The content mirrors the same topics covered on the U.S. site, but caters to the Australia audience. The various channels include entertainment (Australia celebrities, Australia shows/American shows, movies, music, etc.), beauty and love (love and sex, fashion and style, skin and makeup, hairstyles and hair care), home and living (home décor and style, travel, pets, remodeling & home improvement, holidays and seasons), parenting (family fun, super mums guide, pregnancy and baby, kids), food (healthy recipes, quick and easy recipes, entertaining) and health and wellness (diet and fitness). This is the second in a series of three international sites launching this year, which also includes SheKnows Canada and SheKnows United Kingdom.

“By developing and fostering a local Australia content and video strategy, it allows us to connect with Australian women in an even deeper and more meaningful manner, while also allowing marketers to further engage with the SheKnows community and brand,” says James Perry Sales Director of Australia for Gorilla Nation. “The Australia-specific strategy will allow for purely Australia tailored advertising opportunities and custom programs, while reflecting the things that are uniquely Australian.”

The online advertising inventory for SheKnows.com.au will be sold by Gorilla Nation Australia, the world’s largest online branded sales company.

Please visit SheKnows Australia at www.sheknows.com.au.

About SheKnows.com:

Getting to the heart of what it really means to be a woman, SheKnows (www.sheknows.com) attracts more than 55 million unique visitors (Google Analytics, April 2012). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. SheKnows boasts a stimulating, well-rounded online experience enhanced with a vibrant message board community and captivating blogs in addition to free games.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored by Forbes as one of the Top 100 Websites for Woman and one of the Top 10 Lifestyle Sites for women, SheKnows also received the 2010 OMMA Award for Web Excellence and has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of AtomicOnline (www.atomiconline.com), Evolve Media Corp.'s publishing unit.

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