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## **SheKnows Launches Blog Channel: SheKnows Everything**

**LOS ANGELES, CA SEPTEMBER 7, 2011** – Evolve Media Corp.'s SheKnows ([www.sheknows.com](http://www.sheknows.com)), one of the fastest-growing online content and community global destinations for women, today announced the launch of SheKnows Everything, their collection of in-depth blogs. SheKnows Everything is comprised of over fifteen blogs that take a deep dive into cooking, parenting, relationships, home & garden, beauty and entertainment news.

SheKnows Everything is the site's own network of niche blogs relating to the most popular topics on SheKnows, and are written by experts in their fields with credible and unique voices. The blogs include [Decorate This](#) (home decor & improvements), [MisoVegan](#) (dedicated to vegan cooking), [RealMomsGuide](#) (where a group of moms regularly post insight into their lives), [CanYouDigIt](#) (unique and useful gardening tips), [CelebSalon](#) (reviews of and tips on the best celebrity hair styles), PregnancyFashion (the latest maternity styles), CelebrityPregnancy (a look at the stars who have bumps and babies) and others.

"Millions of women visit SheKnows because we offer the best articles on a wide range of topics. But we also realize that some of our readers want to know more about niche subjects, and are looking for an informed point of view from someone with a personal passion for the topic," says Kyle Cox, General Manager of SheKnows. "From a business perspective, we appreciate that advertisers like to be around blog-style content where the readers can connect and build a relationship with the author -- but at the same time, they have very valid concerns about the quality of crowdsourced material: 'Is this content professional enough, and respected enough, for us to present our brand alongside?'"

The caution is understandable, because many companies in the blog space aggregate thousands of smaller blogs with no control over the quality of content or of voice. SheKnows Everything will allow [SheKnows.com](http://www.sheknows.com) to be competitive in the blog realm, while still allowing advertisers to be in a controlled-content environment to help them protect brand guidelines.

To learn more about SheKnows Everything and visit all the blogs, please click here: <http://www.sheknows.com/mediakit/articles/834177/sheknows-everything-blogs> .

### **About SheKnows:**

Getting to the heart of what it really means to be a woman, SheKnows ([www.sheknows.com](http://www.sheknows.com)) attracts more than 55 million unique visitors (Google Analytics, April 2011). 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. The SheKnows audience gains access to award-winning exclusive content on entertainment, parenting, health and wellness, money and career, dating, beauty and style and more, and are offered a stimulating, well-rounded online experience enhanced with a vibrant community, free games and activities, and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored with the 2010 OMMA Award for Web Excellence, SheKnows 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](http://www.atomiconline.com)), Evolve Media Corp's publishing unit.

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