

# FOLIO:

## Evolve Media Buys Total Beauty

Deal adds another 3.5 million users to Evolve's network of sites.

By Bill Mickey :: March 5, 2015

The screenshot shows the homepage of TotalBeauty.com. At the top left is the logo "totalbeauty.com" with the tagline "expert advice. unbiased reviews." To the right are links for "sign in" and "join now", and a search bar. Below the logo is a navigation menu with categories: "REVIEWS", "BEAUTY ADVICE", "DIET+HEALTH", and "COMMUNITY". On the right side of the navigation bar are social media icons for Facebook, Pinterest, Twitter, Instagram, YouTube, and Email. The main content area features a large image of a woman's face on the left. To its right are three article teasers: "SKIN CARE: 11 Best Face Cleansing Towelettes", "NAILS: 32 Must-Have Nail Polish Colors for Spring 2015", and "BODY: 11 Best Hair Removal Products and Creams". On the far right is a large black button with a white arrow pointing down and the text "CLICK HERE" above it, and "totalbeauty.com" below it. Below the button is an Instagram logo and the text "instagram" and "Behind the scenes at TotalBeauty".

Evolve Media has continued its recent acquisition streak, buying the Total Beauty Group and adding beauty trends and service sites [TotalBeauty.com](#) and [BeautyRiot.com](#) to its portfolio of digital lifestyle brands.

The deal is Evolve's third in the last five months. It also picked up pet enthusiast network Dogtime Media and lesbian/bi pop culture site, [AfterEllen.com](#).

But the Total Beauty acquisition is Evolve's largest acquisition to date, adding another 3.5 million monthly visitors to its women and family group [TotallyHer](#).

"The beauty publishing category is extremely scarce in terms of sites that provide both scale and premium content," says Aaron Broder, CEO and Co-Founder of Evolve Media. "The acquisition also provides us with a wonderful complement to our award-winning fashion site, [theFashionSpot.com](#)."