

Evolve Media Acquires DogTime

By MELISSAH YANG

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Online publisher Evolve Media has acquired DogTime Media and its two pet-enthusiast properties, DogTime.com and CatTime.com.

Terms of the deal were not disclosed.

DogTime will bring 1.6 monthly viewers to Evolve's women's lifestyle vertical TotallyHer. The animal-friendly publisher, which employs four full-time staffers, will remain in San Francisco and be incorporated into Evolve's outpost in the city.

Evolve's 50 web properties across TotallyHer and CraveOnline, its men's lifestyle division, reach 95 million people a month.

Nearly all of Evolve's revenue comes from advertising, which has allowed it to grow by acquisition in recent months. Chief Executive Aaron Broder said media companies are starting to consolidate their digital publishing assets to offer large-scale marketing solutions to advertisers and agencies.

Evolve bought lesbian lifestyle site **AfterEllen.com** from Viacom in October. It also announced a partnership with electronic dance music publisher EDM Network last week to co-host festivals and produce video and social content.

And Broder said Evolve intends make several more acquisitions this year.

"We believe that it's going to be increasingly difficult for smaller publishers to thrive, and we provide a great platform and home for those employees," he said.

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