



Vincent Krsulich Joins Martini Media in New Position as Senior VP, Sales

*Luxury Brand Authority Brings Fresh Expertise
to Post-Acquisition Sales and Revenue Efforts*

Los Angeles, CA – September 22, 2015 – Evolve Media LLC's [Martini Media](#), the leader in engaging affluent audiences online, announced today the executive appointment of Vincent Krsulich as Senior Vice President of Sales. Bringing more than 13 years of experience with high level brands, Krsulich will oversee the Martini Media sales team from the New York office, while also guiding the division's revenue and brand strategy. Martini Media was recently acquired by Evolve Media, the largest independent publisher of enthusiast content on the web.

Krsulich most recently served as the Senior Vice President of Sales for InsideHook, a digital start up that focuses on influential, active, upscale men. In one year, he developed major campaigns for top luxury clients such as TAG Heuer, Louis Vuitton, Don Julio, Nordstrom, Zenith Watch and Chanel.

"Martini Media's reach and influence within the affluent marketplace is unparalleled, so as we searched for Martini's business lead it was important that the candidate understood the unique needs of this highly coveted consumer," said Geoff Schiller, Chief Revenue Officer of Evolve Media. "With his impeccable record of engaging best-in-class advertisers, we have found Martini's perfect fit in Vincent—and the transition has been seamless. We have no doubt that he will continue growing Martini Media's authority in the affluent space."

Prior to InsideHook, Krsulich served as the Publisher of *Men's Journal*, responsible for all ad sales, marketing and strategy for both MensJournal.com and *Men's Journal* magazine. He successfully launched the Men's Journal Adventure Race Calendar, initially sponsored by Porsche. The calendar is the only comprehensive online guide to all adventure races in the U.S. While there, he also helped develop the Men's Journal Gear Lab pop-up store and Gear Lab digital offerings. Krsulich served as Associate Publisher for five years, where he played an integral role in launching MensJournal.com and driving innovative custom content offerings for brands such as Land Rover, The North Face, Tudor Watch and Texas Tourism.

Before *Men's Journal*, Krsulich worked at the National Geographic Society as Advertising Director, where he oversaw sales efforts on National Geographic KIDS and National Geographic Adventure. While there in 2008, Krsulich was recognized as the MIN Salesperson of the Year. He also held sales positions at Time Inc. Earlier in his career, Krsulich lived in Melbourne, Australia and worked for Standard & Poor's in editorial and product management.

"Martini Media has always been recognized for its ability to connect elite brands with affluent audiences. Now, under the Evolve Media brand, the potential for growth is enormous," said Krsulich. "With its proprietary suite of native and video advertising solutions, Evolve Media has elevated Martini's offerings to new heights. I am thrilled to be joining the company at this exciting turning point."

About Martini Media

Acquired by Evolve Media in 2015, Martini Media specializes in helping the world's most prestigious brands engage the most affluent and influential online. Leveraging proprietary insights on how and where the affluent consume media, as well as unmatched access to the passion-based, niche sites this audience interacts with, Martini provides highly efficient, targeted reach into the affluent market. Headquartered in San Francisco, Martini has offices in New York, Chicago, Detroit, Los Angeles and London. Visit www.martinimediainc.com to learn more.

About Evolve Media LLC.

Evolve Media is a publisher of leading enthusiast lifestyle destinations for men ([CraveOnline Media](#)) and women ([TotallyHer Media](#)). Leveraging proprietary advertising and publishing technologies, as well as hundreds of talented content professionals, Evolve Media offers premium and engaging content to its readers, while offering marketers the tools needed to execute custom, content-led marketing solutions that reach its audience of over 95 million people globally each month. Our mission is simple; we create the content people are passionate about.

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