

Evolve Media Buys Affluent Marketing Firm Martini Media

by Tyler Loechner @mp_tyler, June 16, 2015, 11:00 AM

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Evolve Media, a digital publisher with lifestyle brands including Crave Online and Totally Her, on Tuesday announced it has acquired Martini Media, an online ad network focused on reaching affluent consumers. The news comes just over

one month after Fortune [reported](#) that Martini had signed a letter of intent to be acquired by a then-unknown buyer.

Terms of the deal were not disclosed, though Evolve says the Martini purchase is its largest to date.

Per a release, Martini, which has turned its attention to programmatic targeting in recent years, will operate as a separate division of Evolve and will continue to operate as it does today.

Evolve will scoop up all of Martini's employees, per a release, as well as its offices in the U.S. and UK.

While Martini's business will continue to operate as it has, Evolve does hope to help Martini evolve from a company that specializes in affluent marketing to a company that also leads in affluent publishing. That's the main idea behind the acquisition -- blending Evolve's expertise (content creation) with Martini's (affluent marketing) to draw in a valuable new audience.

"The affluent market is the largest user of digital media," stated Erik Pavelka, CEO of Martini Media. "Luxury marketers are increasingly leveraging digital marketing, more than traditional media, to engage this growing market."

"This is a very passionate audience and one with real discretionary spending power," added Brian Fitzgerald, president and co-founder of Evolve Media.