

*For Immediate Release*

**SHEKNOWS.com**

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***SheKnows How to Sell: AtomicOnline's Leading Women's Destination Announces 5 New Sales Hires in 3 Cities***

**LOS ANGELES, CA – January 16, 2008** – [SheKnows.com \(www.sheknows.com\)](http://www.sheknows.com), one of the fastest growing online destinations for women, announced today the hiring of 8 new sales and sales support professionals in 3 cities to aggressively capitalize on the growth of the property, now delivering nearly 6 million unique visitors and 50 million page views per month.

**Aimee Gerry** will be based in Los Angeles and responsible for leading sales efforts as West Coast Director of Sales. She brings over 8 years of experience in the interactive space beginning her online career at Avenue A Seattle as a Media Planner, and moving to ad sales as the Regional Sales Director for MetricsDirect in NYC. Aimee has since moved back from NYC where most recently she sold DART for Advertisers for DoubleClick. She has worked with key brands such as Marriott Hotels, Eddie Bauer, Starbucks, Anheuser Busch and Best Buy.

**Martha Goebel** will be based in New York as East Coast Account Executive, previously working with TVGuide.com and calling on New York and Northeast accounts. Prior to this she worked at E! Online, StyleNetwork.com, G4TV.com and Versus.com. **Erin Leavitt** also joins as East Coast Account Executive, previously working as East Coast Sales Manager for the CNET Community division. She has also worked with IAC Advertising Solutions in both Los Angeles and New York as Sales Planner/Team Manager and with Comcast as an online sales rep where she represented properties including E! Online and G4.com.

**Tara Tomlinson** will be based in Chicago as Midwest Account Executive from her previous role as Midwest Regional Sales Manager for CNET Networks where she was responsible for online ad sales for Webshots, Chow and UrbanBaby. Previous to this, she served as Media Planner for Starcom Mediavest Group in Chicago where she managed planning & buying for Macy's, Kellogg's. **Tiffany Foster** also joins as Midwest Account Executive from her previous role in ad

sales at both broadcast and online TV Guide. Prior to this, she served as Media Planner at OMD Chicago where she was responsible for media planning & buying for Tropicana & Quaker.

Each regional sales team will also be supported by new Online Media Planner and Buyer hires.

“Over the past eight years, SheKnows has experienced tremendous organic growth in addition to the numerous web site acquisitions it has made in the last two years,” stated Mike Meyers, President and CEO of SheKnows. “There has been a significant demand by marketers to reach our audience, and the brand now requires a site-specific sales force to meet and properly service its potential for our advertiser clients.”

“For online marketers, SheKnows offers opportunities for both broad reach and deep niche ad placements, and this team knows how to sell both,” added Mike Dodge, SVP and General Manager for AtomicOnline, parent company for the SheKnows brand. “For online brand advertisers, SheKnows provides enormous potential for creative integrations which render marketing messages an uninterrupted part of the user experience.”

### **About SheKnows**

[SheKnows.com](http://www.sheknows.com) ([www.sheknows.com](http://www.sheknows.com)) is the authoritative source for women ages 25-54 with exclusive articles and content on pregnancy, parenting, health, hobbies, entertainment, money, dating, beauty and celebrities – and also serves as the demographic/psychographic hub for a family of other female-centric web properties. As one of the fastest growing destinations on the web with sites like families.com, pregnancyandbaby.com, fabulousfoods.com, ichef.com, childfun.com, and soaps.com, SheKnows is currently one of the top 10 properties for women and attracts over 5.5 million unique visitors with nearly 50 mil. page views each month. Unlike online distributed networks that merely aggregate disparate unrelated websites, SheKnows is a legitimate branded destination which owns most and manages most all its sub-properties. For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. Founded in 1999, the company is based in Los Angeles with editorial offices in Scottsdale and sales offices in New York and Chicago. SheKnows is part of AtomicOnline ([www.atomiconline.com](http://www.atomiconline.com)), a diversified online media company.

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