

'Branded Content' Reaching over 80 million Females

Traditional display advertising is not working for labels, designers and brands that want more engagement from their creative to reach female who like Fashion.

VAUGHAN, ONTARIO, CANADA, June 25, 2015 /EINPresswire.com/ -- VAUGHAN, ON, June 25, 2015 /PRNewswire/ - Traditional display advertising is not working for labels, designers and brands that want more engagement from their creative. At FashionStyleMag.com (FSM) a site that reaches over 80 million people monthly, has the most engaging and popular



content on the web; and brands are noticing. FSM has over 4.6 million fans on Facebook. Over 95% of their referral traffic comes from Facebook.

Brands are now booking more "Branded Content" on FashionStyleMag.com. The results for brands are increased visitors to their site; more people sharing their content as it goes viral on social media. "This is great for brands that have a lot going on with their products. Through FashionStyleMag.com we can have different content posted weekly or every two days! Having an engaged active brand present and on the minds of your target audience is an important key in helping our clients reach their end goal." - Bill Grant, VP Client Relations - EngageGen.

With clients already signed up like: GAP, BAILEY44, ANN TAYLOR, American Eagle, AVIS, Boden, BUFFALO, East Dane, GUESS, G by GUESS, FANCY, Budget, GARAGE, Kenneth Cole, Fossil, Old Navy, Ray Ban, LOFT, Heels.com, Clarks, and Marciano. "The demand to be on our site is there by the labels as the word of mouth about what we are doing is spreading. Our editorial team gets fashion/beauty content. They have more insight and research into how to do it right than most. And their wisdom helps the brands get a higher ROI on their investment with FSM." - Adam Brant, VP of Advertising - FashionStyleMag.com.

In the coming weeks, FashionStyleMag.com plans to launch the "Buy Now" button feature within their branded content posts. "Clients have been asking for this feature and we are now testing it with a few clients but will make it site wide within a few weeks." - Raaj Brar, CEO - FashionStyleMag.com. About BRAV Communications Inc.

BRAV has several websites reaching mostly a female demographic. Their total monthly reach is over 100 million people. Their sister brands are: thewomanlife.com, themanlife.com, southasianlife.com, brav.tv. BRAV's total Facebook fans are over 8 million. Their top GEOs countries are: USA/CA, UK, AUS, India, Mexico.

Sources: <http://ads.fashionstylemag.com> (Facebook Insights, SproutSocial 2015)

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