



FOR IMMEDIATE RELEASE

ideon Media Announces Partnerships - Representation for Scary Mommy and New York Media

TORONTO, May 3, 2017 – ideon Media today announced that it is the exclusive Canadian advertising representative for Scary Mommy, one of the largest and most influential sources of entertainment and information for millennial moms online reaching over 900,000 Canadians a month (comScore March 2017), as well as the collection of New York Media sites (Vulture, TheCut and NYMag), which serves as the authority on what’s good, what’s important, and what will be impacting popular culture.

"We have been long-time fans of the Scary Mommy brand. With their outspoken and entertaining view on family life, it is a refreshing addition and different perspective within the parenting space." said Michael Giles, SVP Sales & Business Development, ideon media. "Partnering with New York Media, enhances our offering at scale rounding out our millennial focus and aligning with one of the biggest lifestyle and culture city scenes in the world."

About Scary Mommy

ScaryMommy.com was started by Jill Smokler in early 2008 as an innocent online baby book to chronicle her stay-at-home days with her children. It transformed into a massive vibrant community of millions of parents, brought together by a common theme: Parenting doesn't have to be perfect. Scary Mommy, owned and operated by Some Spider Inc., is now armed with a large, diverse set of editorial assets, including video producers, video editors, staff writers, essayists, breaking news writers and hundreds of contributors. Its in-house studio also produces original video and other multimedia content for its advertising partners.

About New York Media

nymag.com

nymag.com is an award-winning website with original daily coverage of politics, personalities, entertainment, fashion, and food. Updated hourly, it's a dynamic, engaging resource that offers readers commentaries on the hottest trends, shrewd dissections of breaking national and local news, runway reviews of cutting-edge fashion, the scoop on what's cooking with the latest top chefs, guides for New York shopping, dining, nightlife, and events, and more.

vulture.com

Vulture, the entertainment destination from the team behind *New York* magazine, is a beacon for passionate fans who want a smart, comprehensive take on the world of culture and offers around-the-clock, wall-to-wall coverage of movies, TV, music and beyond. Vulture's writers and editors celebrate culture both high and low, because you never know where the next truly brilliant moment will come from.

thecut.com

Combining the beauty of a high-end fashion magazine with the dynamic energy of the web, The Cut explores a modern woman's world with intelligence, sophistication, and humour. With new-fangled shoots from rising photographers, zoomable celebrity images, truly global street coverage, sharp commentary, intimate confessionals, reports from the sexual front lines, and more, The Cut is fashion, forward.

About ideon media

[ideon Media](http://ideonmedia.com) is a privately owned and operated multi-dimensional ad firm that offers a wide spectrum of digital solutions with best-in-class .com representation and wholly owned and operated sites, including SavvyMom.ca and 29Secrets.com. ideon media specializes in custom content programs created by our in-house editorial team, micro and macro influencer programs, performance, proprietary data and analytics that continually pushes the boundaries of digital media.

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