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Glam, AdSense Target Female Surfers in Tangent



Glam Media has signed a deal with Google to put AdSense across its blog network, **reports** MediaWeek.

The deal will put contextually relevant AdSense ads on Glam's over 300 blogs, which cover celebrity news, fashion and other topics. The multi-year relationship also will involve Google search on Glam sites and, over time, inclusion of display ads.

Glam has grown to over 12 million unique users a month, putting it just behind iVillage in its reach of female web surfers.

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