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Glam.com Streams 'Dickinson' Premiere

by Gavin O'Malley, Wednesday, Dec 27, 2006 6:00 AM ET

FASHION AND SHOPPING ONLINE PUBLISHER Glam Media this week is hosting an exclusive preview of Oxygen's second season premiere of The Janice Dickinson Modeling Agency. In addition to streaming the premiere episode--which will air on the Oxygen cable network on Jan. 10--Glam.com is promoting the second season with online banners on its homepage, as well as celebrity and fashion Web pages.

The strictly promotional, no-cash deal represents one of several growth initiatives now underway by Glam Media since [securing \\$18.5 million in venture capital](#) earlier this month.

"We've hosted video before, but this is our first big move as a platform to expose top content to our audience," said Jack Rotolo, vice president of advertising for Glam Media. "We hosted some America's Top Model footage about four months ago and Fashion Week footage, but we've never had exclusive content before."

Along with positioning the site as a portal-like platform for video and other original content, Glam Media heads are pursuing growth through mergers and acquisitions. Other plans include expanding internationally and branching out beyond fashion and shopping.

The company also intends to add to its sales and editorial teams. Also in December, Glam struck a deal with Hearst Magazines to distribute content from *Marie Claire* magazine on Glam.com. Glam.com is also linking to other Hearst publications, in an effort to promote subscriptions and circulation.

Glam now sees some 4 million unique monthly users, according to Rotolo. (Company spokespersons have previously pegged the site's monthly unique users at 7 million across all Glam Media properties.) And thanks to its growing popularity, Glam CPMs presently go for \$20 to \$30 for static, non-rich branded media placements, and \$50 to \$125 for more integrated branding placements.

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