

CraveOnline Overhauls Site, Adds New Verticals

by Erik Sass @eriksass1, August 17, 2015, 10:41 AM

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Men's lifestyle publisher CraveOnline Media has relaunched its flagship CraveOnline.com Web site as part of a strategic move focusing solely on men ages 25-34.

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The revamped site features a streamlined design emphasizing dramatic, large-scale images and new typography. Crave, already known for its coverage of music, gaming, sports and entertainment, has also added new channels focused on culture, art, design and style.

The overhaul, led by executive editor Andrew Pogany, was prompted by research showing particular interest among CraveOnline's millennial male audience members in these specific lifestyle content categories.

The new site offers a variety of content including text, video and galleries, with editorial geared towards search and discovery of new interests as well as detailed explorations and in-depth analysis of trends and events.

The expanded editorial mission should align *Crave* more closely with its audience's interests while creating more opportunities for marketers in categories spanning travel, style, food, and related lifestyle areas. According to *Crave's* research, 60% of its core audience of "informed influencers" are brand loyal, and 91% identified themselves as having both varied interests and wide-ranging aspirations.

To illustrate *Crave's* editorial expansion, Pogany pointed to several new series, like Camp City, which debuted in April. Pogany described Camp City as "a curated collection of gadgets, accessories, and fashion pieces, for what we call the the urban outdoorsman. They are city-dwellers who enjoy getting outside, hiking, fishing, tenting -- it's an example of style, travel, sports, all seamlessly reported."

On the fashion front, Pogany said *Crave* will cover "street wear to runway fashion, everything from profiling surf and street brands, to curating trends at Paris fashion week with the men's collections." Similarly, *Crave's* art coverage will span everything from "graffiti to museum exhibitions," reflecting the cosmopolitan tastes and interests of its target audience.