

# Men's lifestyle channel offers international perspective

Howzit MSN has announced the launch of a men's lifestyle channel, run in partnership with international men's magazine Shave, to provide the modern, urban male with fashion, relationship and economic advice as well as entertainment and fitness news.

The channel is the first in a tri-pronged lifestyle offering that will eventually also feature women's and parenting sections.

According to Howzit MSN editor Justin Zehmke, the channel has already found favour with readers. "The uptake has exceeded expectation. Readers seem to love the mix of content and the fact that we have access to international celebrities through the partnership serves to differentiate us significantly from the competition," he states.



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Digitalmark sales manager Ian Drummond says, "Diversity of channel offerings ensures that we are able to deliver a targeted and focused approach to online advertising. This ensures that products are able to advertise in contextually relevant environments, increasing awareness and impact."

"The creation of this channel will greatly improve our ability to reach our readers and continue to position our brand as a leading, global provider of men's lifestyle content.

Readers will continue to receive the product they love on a portal they trust," adds Mike Zouhri, creative director of Shave Magazine.

For more information, go to <http://lifestyle.howzit.msn.com>.