

# Diane Newman Named VP/Publisher of Parents Magazine

NEW YORK, N.Y., (February 15, 2007) – Meredith Corporation (NYSE:MDP) announced today that it has named Diane Newman Vice President/Publisher for its 2.2 million circulation *Parents* magazine.

Newman, who will be joining the company in early March, replaces Susan Baron who left to pursue other opportunities.

"We are excited to bring someone with Diane's leadership and proven advertising performance record to *Parents* and Meredith," says Tom Harty, Executive Vice President, Meredith Publishing Group. "Her ability to build and grow brands across broad media platforms will be a tremendous benefit to *Parents* as we seek to further expand its leadership position."

Newman most recently served as Senior Vice President/Group Publisher of American Media International's Active Lifestyle Group where she oversaw sales and marketing efforts for *Shape*, *Fit Pregnancy*, *Natural Health*, and *Country Weekly* magazines.

During her tenure with *Shape*, the magazine became the market leader in advertising page performance and was named to both the *Adweek* "Hot List" (2003-2004) and *Advertising Age* "A List" in 2004.

"Diane's energy, dedication to excellence and passion for creating great brand franchises makes her ideally suited to lead *Parents* in this exciting time," says Senior V.P./Publisher, Michael Brownstein who oversees the Parenthood Group at Meredith. "We are building the franchise on many fronts including the internet, licensed products, and experiential marketing, and her experience will be valuable to our on-going leadership goals."

Newman's background and experience includes serving as the Associate Publisher of *Redbook*, Publisher of *Fitness*, and Associate Publisher of *Family Circle* magazine, where she managed advertising and promotional sales for The Family Circle Tennis Cup.

She has also held senior level advertising management positions with *YM*, *Prevention*, and *Scholastic* magazines.

The 47 year-old Newman is a 1982 graduate of New York University.

She currently resides in New Jersey with her family, and will be based in Meredith's New York offices at 375 Lexington Ave.

## **About Parents:**

*Parents*, published monthly by Meredith Corporation, has been America's #1 family magazine for more than 75 years. Since its inception in 1926, it has been a trusted source by every generation of parents. Currently, the magazine is a powerful community of 15.6 million readers devoted to supporting the efforts of parents, educators and other citizens who strive to make the world a better place for our children. Parents can be found online at [www.parents.com](http://www.parents.com).

## **About Meredith Corporation**

Meredith ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, *American Baby*, and *ReadyMade* - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland.

Meredith has approximately 350 books in print and has established marketing relationships with some

of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains more than 85 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The Family Circle Cup, America's premier women's professional tennis tournament – owned and operated by Meredith, is held every April in Charleston, South Carolina and has for over three decades continued to showcase the best in women's tennis.

**CONTACT:**

Patrick S. Taylor  
212/551-6984  
Patrick.Taylor@meredith.com

Lisa Bagley  
212/551-7189  
Lisa.Bagley@meredith.com

---

<https://news.people.inc/2007-02-16-Diane-Newman-Named-VP-Publisher-of-Parents-Magazine>