

# Stephen Bohlinger Named Publisher of EatingWell

## Christine Guilfoyle Promoted to Group Publisher of EatingWell & Every Day with Rachael Ray;

**NEW YORK, N.Y. (September 27, 2012)**— Meredith Corporation (**NYSE:MDP**, [www.meredith.com](http://www.meredith.com)) announced today that Stephen Bohlinger has been named Publisher of *EatingWell*. He replaces Tony Catalano, who has been promoted to Publisher of Meredith's Special Interest Media, overseeing titles such as *Diabetic Living*, *Kitchen and Bath Ideas*, and *Country Gardens* among others.

Bohlinger most recently served as the Associate Publisher for the *Food Network* magazine, a Hearst publication. Before joining *Food Network* in May 2011, he was Vice President, Publisher of *Cooking Light* magazine. Under his guidance, *Cooking Light* was ranked #4 on *Advertising Age's* "A-List" in 2010. Prior to his role leading the *Cooking Light* sales team, Bohlinger was Vice President, Publisher of *Cottage Living* magazine, a position he held from the magazine's launch in 2003 until its closure in 2008.

Bohlinger joined the Southern Progress Corporation, a subsidiary of Time Inc., in 1991, as account manager for *Cooking Light*. During his tenure there, he worked as account manager, advertising director, and associate publisher.

A 26-year veteran of publishing, Bohlinger began his career in 1987 as account manager for *Inside Sports* magazine. He also worked as account manager for *Ladies' Home Journal* before joining Southern Progress Corporation.

"Steve is a well respected leader in the industry who understands the critical importance of creating multi-channel brands," says Tom Witschi, EVP/President, Women's Lifestyle Group, Meredith. "We are excited to have him lead our team during such a strong growth period for our brand, which has seen a 115 percent increase in *EatingWell* circulation in the last year and monthly unique visitors now reaching more than 4 million."

Christine Guilfoyle has been promoted from Publisher of *Every Day with Rachael Ray* to Group Publisher, where she will now also oversee advertising business related to both brands. Since joining *Every Day with Rachael Ray* in October 2011, Guilfoyle has led the magazine's strong advertising performance including the magazine's October issue which is up over 15% in advertising page performance versus the previous year. Prior to *Every Day with Rachael Ray*, Guilfoyle served as Publisher of Meredith's *More* magazine. Guilfoyle will continue to report to Tom Witschi, EVP, Meredith Women's Lifestyle Group.

Reporting to Guilfoyle, Bohlinger will be responsible for directing and growing advertising sales on all platforms including print, web, tablets, social media, and mobile among others.

In his new role with the Special Interest Media Group, Catalano will be responsible for overseeing advertising sales for over 120-plus titles covering a range of topics including food, home, décor, and healthy lifestyle. He will report to Steve Levinson, VP/Group Publisher, Home Solutions, *Traditional Home* and *Midwest Living* magazines.

Prior to Meredith, Catalano served as Vice President, Corporate Sales Director at Hachette Filipacchi Media, where he and his team focused on the non-endemic sales for a portfolio of magazines that

included: *Women's Day*, *Elle*, *Home*, and *Car and Driver*. Prior to that experience, he was the Vice President Group Publisher for Hachette's Consumer Electronics Group, namely Sound & Vision, Audio, and Mobile Entertainment magazines.

"Under the direction of Tony and Christine, the *EatingWell* and *Every Day with Rachael Ray* brands have seen tremendous growth over the last year," said Tom Hardy, President, Meredith National Media Group. "They are both talented, hard working individuals whose passion for expanding their brands across multiple platforms resonate with both advertisers and consumers. Their leadership and expertise will be invaluable as we continue to bring engaging content and integrated programs to the marketplace."

Bohlinger attended Kutztown University in Pennsylvania and graduated with a degree in business administration and a concentration in marketing. He resides in Westfield, N.J., with his wife and their three children.

He will join *EatingWell* effective October 8, and along with Guilfoyle and Catalano, will be based in Meredith's New York offices at 805 Third Avenue.

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