

# Better Homes And Gardens Names Eddie Ross East Coast Producer/Editor for Print and Digital

NEW YORK, March 14, 2013 [PRNewswire](#) -- Meredith Corporation (NYSE:MDP), the nation's leading media and marketing company serving 100 million American women, announced today that *Better Homes and Gardens* has named Eddie Ross as East Coast Producer/Editor for Print and Digital.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

In his new role, Ross will produce home, decorating, DIY, and entertaining stories for print, digital and video. He will report to Kelly Kegans, Senior Deputy Editor, Home Design, and will be based in Meredith's New York City offices.

Most recently, Ross was Editorial Director of Rue La La, where he produced content across multiple channels, including online, mobile, and tablet. Ross has been a design, decorating, and food editor for *Martha Stewart Living*, *House Beautiful*, and *Food Network*. In addition to his print work, which has been featured in *Elle Decor*, *Domino*, *Lonny* and *The New York Times*. Ross has appeared in numerous TV specials for Martha Stewart, HGTV and Bravo. Ross graduated from the Culinary Institute of America.

"Eddie's creative, inventive approach to decorating and personal style is a perfect match for our audience of women who are passionate about expressing their style in everything that they do," says Gayle Butler, Editor-in-Chief, *Better Homes and Gardens*. "Additionally, his deep video experience will be invaluable to us as we expand our video content across our digital platforms."

In his debut presentation for *Better Homes and Gardens* magazine, Ross will lead a discussion on "Clearing the Clutter, Finding the Comfort - What Our Customers Think and Your Customers Want" as part of the International Home Furnishing Center (IHFC) seminar series in High Point, NC, on April 21.

## **About Meredith Corporation**

Meredith Corporation is the leading media and marketing company serving American women. Meredith reaches 100 million American women every month through multiple well-known national brands – including *Better Homes and Gardens*, *Parents*, *Family Circle*, *Allrecipes.com*, *Ladies' Home Journal*, *Fitness*, *More*, *American Baby*, *EveryDay with Rachael Ray* and *FamilyFun* – and local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, digital, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith Xcelerated Marketing has significantly added to its capabilities in recent years through the acquisition of cutting-edge companies in digital, mobile, social, healthcare, database, and international marketing.

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