

# Meredith National Media Group Announces New Sales And Marketing Structure

NEW YORK, March 26, 2018 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) – the leading media and marketing company serving 175 million American consumers including 80 percent of U.S. Millennial women every month – today unveiled a new sales and marketing structure for its National Media Group.

The new structure strengthens the role of its newly-acquired brands from Time Inc. and The Foundry in its go-to-market efforts. It also continues to leverage the collective strength of Meredith corporate and digital sales and marketing personnel in delivering on the key needs of its marketing clients and agency partners.

"Meredith offers our clients and partners an unparalleled combination of trusted brands, coveted audience reach, actionable insights and analytics, and innovative marketing solutions that drive best-in-class results," said Meredith National Media Group President Jon Werther. "To fully capitalize upon our portfolio of brands and capabilities, we are aligning our sales and marketing activities within an account-driven and solution-oriented go-to-market approach that continues to place our iconic and trusted brands front and center."

Meredith's new National Media Group sales structure puts in place strategic account teams comprised of brand, corporate and digital sellers and marketers, with a principal point of contact for each key account. Sellers and sales-focused marketers from former Time Inc. category teams are being integrated into one of these new teams. In addition, The Foundry and its creative ideation, branded content, and native capabilities are being integrated more tightly within Meredith's digital business unit. This is a clear reflection of the importance of these capabilities to Meredith's advertising revenue growth objectives.

From a brand sales and marketing perspective, **Doug Olson, President Meredith Magazines**, will expand his portfolio oversight to include a broader mix of Lifestyle, Food and Luxury brands. Reporting to Olson will be Group Publishers **Stephen Bohlinger, Giulio Capua, Laura Frerer-Schmidt, Mark Josephson, Daren Mazzucca** and **Carey Witmer**, each of whom will oversee the following portfolio of brands:

- Bohlinger will continue as Publisher of *Better Homes & Gardens* while also overseeing *Family Circle*, with **Lee Slattery** as Publisher; and *Southern Living* and *Coastal Living*, with **Deirdre Finnegan** as Publisher of both titles.
- Capua, most recently with Condé Nast, will join Meredith in mid-April and will oversee Meredith's portfolio of luxury titles, including *Food & Wine*, with **Tom Bair** as Publisher; and *Travel + Leisure*, with **Jay Meyer** as Publisher.
- Frerer-Schmidt, former Publisher of *Women's Health*, will be the new Publisher of *InStyle*, and will also oversee *Shape*, with **Ann Gobel** as Publisher.
- Josephson will continue as Publisher of *The Magnolia Journal* while also overseeing *Midwest Living*, with **Melissa Leubbe** as Publisher; *Parents*, *Parents Latina*, *Ser Padres* and *Family Fun*, with **Steve Grune** as Group Publisher; and *Traditional Home*, with **Beth McDonough** as Publisher.
- Mazzucca will serve as Publisher of *Real Simple* and continue to oversee *Martha Stewart Living* and *Martha Stewart Weddings*, with **Chris Guilfoyle** as Publisher of both titles.
- Witmer will continue as Publisher of *Rachael Ray Every Day* and oversee Meredith's portfolio of food and health titles, including *Cooking Light*, with **Denis Gallagher** as Publisher; *Eating Well*, with **Tiffany Ehasz** as Publisher; and *Health*, with **Brendan Smyth** as Publisher. A Publisher of *Allrecipes* will be named shortly.

This sales approach also will apply to titles for which Meredith has announced that it will be exploring a sale. **Mike Schneider** will serve as Group Publisher and Publisher of *Fortune* and *Money*, reporting to Olson. **Danny Lee**, Publisher of *Sports Illustrated*; and **Jorg Stratman**, Publisher of *TIME*, will report to Schneider.

As part of his role as EVP/President of *PEOPLE* and *Entertainment Weekly*, **Bruce Gersh** will oversee the following Publishers: **Cece Ryan** (*PEOPLE*); **Ellie Duque** (*Entertainment Weekly*); and **Monique Manso** (*People en Español*).

Meredith's Corporate Sales team, led by EVP/Chief Revenue Officer **Michael Brownstein**, will continue to serve as a central point of contact for Meredith's largest cross-channel and cross-portfolio partnerships – in close coordination with Meredith's brand and digital sales and marketing teams – and ensure that client and agency communications are streamlined as part of these partnerships.

Meredith's Digital Sales team, led by Senior Vice President **Marla Newman**, will drive the company's largest digital advertising initiatives across the Meredith portfolio. Her group will be focused on leveraging the company's full suite of digital platforms and proprietary ad technology products, and creating scalable and innovative digital solutions. Newman will continue to report to Meredith Digital President **Stan Pavlovsky**.

Finally, The Foundry will become the central creative lab and branded/native content studio for the company. **Chris Hercik** will expand his existing role to serve as Chief Creative Officer, reporting into Pavlovsky. Hercik will oversee branded/native content creation in addition to all marketing functions for the unit. Studio M, Meredith's former branded content creation arm, will be merged into The Foundry.

"We are excited to extend our successful go-to-market approach to our newly-acquired Time Inc. brands, and to scale The Foundry's capabilities across all of our sales efforts," said Werther. "Clients and agency partners told us that this approach best balances their needs for relevant brand, category, ad product and platform expertise – and their desire for actionable insights and analytics – within a simplified sales communication structure. As clients and agency partners increasingly seek to work with fewer media companies more strategically, we believe that our portfolio of brands and capabilities – together with our go-to-market approach – positions Meredith with an unparalleled ability to drive their strategic advertising and marketing objectives."

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**; [meredith.com](http://meredith.com)) has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 175 million unduplicated American consumers every month, including 80 percent of U.S. Millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, home, parenting, beauty and fashion. Meredith also features robust brand licensing activities including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. and at [walmart.com](http://walmart.com), as well as innovative business-to-business marketing solutions provided by Meredith Xcelerated Marketing.

Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 and 13 in Top 50 markets. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

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