

PRINT

New York Times hires new T Magazine publisher as it grows brand footprint

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T Magazine March men's fashion issue

By STAFF REPORTS

The New York Times has named Elizabeth Webbe Lunny the vice president and publisher of T Magazine.

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In her new role, Ms. Lunny will head the luxury group at the media company, working with T magazine editor-in-chief Deborah Needleman. With previous leadership roles at a number of upscale titles, Ms. Lunny is expected to be instrumental in expanding T Magazine's offerings as a platform for luxury advertising.

In print

Most recently, Ms. Lunny was associate publisher of Rodale's Women's Health magazine. Prior to that, she was ad director Vogue and associate publisher of Women's Wear Daily.

Earlier in her career, she worked at Hearst's Harper's Bazaar, Vogue and Teen Vogue, where she was part of the team that launched the title.

Ms. Lunny is beginning at The New York Times on March 14.

"Elizabeth is a dynamic sales leader with an extensive background at premium media brands," said Lisa Ryan Howard, senior vice president of advertising at The New York Times Company, in a statement. "Her experience in the fashion and luxury space combined with her digital and multimedia skills will be invaluable as we expand the T footprint and build compelling new opportunities for luxury advertisers.

"We are thrilled to have her join us as we continue to transform the advertising business at The Times," she said.

T Magazine frequently covers luxury players

Last fall, The New York Times' T Magazine grew to its biggest size in seven years with more advertising pages than the magazine has had since 2008. Both the Women's and Men's fall Fashion issues were especially large when they hit news stands on Aug. 23 and Sept. 13, respectively ([see story](#)).

The media company has been investing in its advertising capabilities.

The New York Times is expanding its commercial content operation, T Brand Studio, to the European and Asian markets.

T Brand Studio now includes a London office to allow its production team to work with international clients on

content marketing services, including its award-winning "paid post" native advertising platform. Publications already have an established readership, which presents marketers with a built-in network of consumers when communicating their goods and services through a media outlet ([see story](#)).

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