

MEDIA/PUBLISHING

## Hearst appoints Joanna Coles to innovate magazine development, extensions

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*Hearst Tower in New York*

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By STAFF REPORTS

Heart Magazines has appointed Joanna Coles chief content officer, creating a new executive position.

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Ms. Coles, who was most recently editor-in-chief of Cosmopolitan magazine and editorial director of Seventeen, will oversee the development of Heart's titles, including extending the media brands into new channels, such as television and live events. As traditional revenue streams for publishers are becoming less lucrative, media brands are focusing on innovation as a means of profitability.

### New position

Ms. Coles joined Hearst in 2006 as the editor-in-chief of Marie Claire. During her tenure at the women's title, she boosted the circulation and revenue.

The editor was instrumental in Marie Claire's linking with reality competition show "Project Runway," making appearances as a mentor on the all-stars edition of the Lifetime series. She was also the co-creator, executive producer and co-star of Style Network's "Running in Heels."

Ms. Coles became editor of Cosmopolitan in 2012. Taking the largest women's magazine brand in a new direction, she infused the relationship-focused content within its pages and digital channels with topical coverage of women's health, politics and career.



*Joanna Coles*

In 2015, Cosmopolitan's reach was 32.1 million, becoming the only women's magazines to make the top 10 for audience according to the MPA.

Ms. Coles is on the board of Snapchat, and Cosmopolitan was a launch partner of Snapchat's Discover feature.

The editor launched the annual conference "Fun Fearless Life" in 2014. She also co-developed two current series: Freeform's scripted "Issues," based on her experience in publishing, and "So Cosmo," a documentary-style series for E!, both of which she executive produces.

Following the announcement on Sept. 6 by Steven R. Schwartz, president/CEO of Hearst, and Hearst Magazines president David Carey, Ms. Coles will begin her role immediately, reporting to Mr. Carey.

"Joanna is a powerhouse modern editor she has strengthened the thought-leadership of Cosmopolitan and established deep relationships with major players in advertising, technology, entertainment and government," said Mr. Carey. "She has a creative, curious mind and her boundless energy will be an integral part of all we do, as we forge an even closer connection between our U.S. and international media businesses."

In addition to working with the magazine editors, Ms. Coles will work with Hearst's digital media division and the publishing arm of Hearst Magazines to develop new advertising products for marketers. She will also collaborate with iCrossing, the digital marketing agency owned by Hearst, on branded content and marketing innovations.

"This is a truly dynamic moment for magazine media, and the opportunities are endless," Ms. Coles said. "I'm excited to work alongside the extremely talented teams across the company to come up with new businesses and brands, new collaborations and partnerships and new ways to engage our audiences around the world."

Looking to engage outside of its content, Marie Claire raised its belief in female empowerment through an invite-only in-flight networking event.

The Power Trip kicked off on March 21 with a JetBlue flight from New York to San Francisco, where the women disembarked and attended a pop-up conference at the W Hotel with speakers from the tech, fashion and media worlds. Upending the traditional conference was in line with the forward-thinking magazine's voice ([see story](#)).