

HOME FURNISHINGS

## Dering Hall hires former Elle Decor editor to head content, strategic initiatives

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*Dering Hall acts as a resource for designers and consumers. Image credit: Dering Hall*

By STAFF REPORTS

Home furnishings platform Dering Hall has appointed Michael Boodro as its new chairman, editorial and strategic initiatives, drawing off the executive's industry expertise.

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Mr. Boodro spent seven years at the helm of Elle Decor, during which he grew the publication's readership across print and digital. As Dering Hall looks to further establish itself as a go-to resource for interior designers and consumers, the startup is looking to benefit from the former editor's experience creating content for this audience.

### Editorial approach

As noted by [Adweek](#), the editor took over the helm of Elle Decor in 2010 at a time when shelter publications were struggling, with titles such as House & Garden, O at Home and Domino having shuttered in the aughts.

During his tenure at the publication, the editor attracted a number of luxury advertisers. The title boasts a young, affluent readership, with the median income around \$156,000 and more than two-thirds of the readers between the ages of 25 and 54.

Of the total 515,000 subscribers to Elle Decor, 18 percent are design professionals.

"In his seven years as the top editor of Elle Decor, Michael Boodro transformed the magazine into the design community's favorite resource," says Peter Sallick, co-founder of Dering Hall, in a statement. "His deep knowledge, discerning eye and passion will help solidify Dering Hall's position as the preferred digital partner at the forefront of the design industry."



*Dering Hall homepage. Image credit: Dering Hall*

In addition to his role at Elle Decor, Mr. Boodro has also worked for magazines such as Martha Stewart Living, Vogue and the New York Times' T.

Mr. Boodro is expected to help Dering Hall grow its position as a destination for design ideas and inspiration.

"I am very excited to become part of the Dering Hall team" Mr. Boodro said. "My new role will allow me to promote and celebrate the best in design as well as help designers address the issues they face as the industry adapts to new technology."

"Dering Hall has already established itself as a leader in providing editorial and marketing opportunities for the industry," he said. "My aim is to expand its impact with additional engaging editorial content, innovative social media campaigns, and creative collaborations with design centers, brands and designers across the country."

Dering Hall's editorial aspirations have also been seen in a recent partnership.

Earlier this year, shelter publication Elle Decor introduced two new services to its digital presence with Elle Decor Shopping and Elle Decor Designer Directory, signaling a shift toward a hybrid media-commerce model.

The first allows for dedicated ecommerce through the publication's Web site and the second provides a directory of designers and home decor specialists for users to browse through and contact. The shopping component will be a partnership with Dering Hall, whose products can be purchased through Elle Decor ([see story](#)).

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