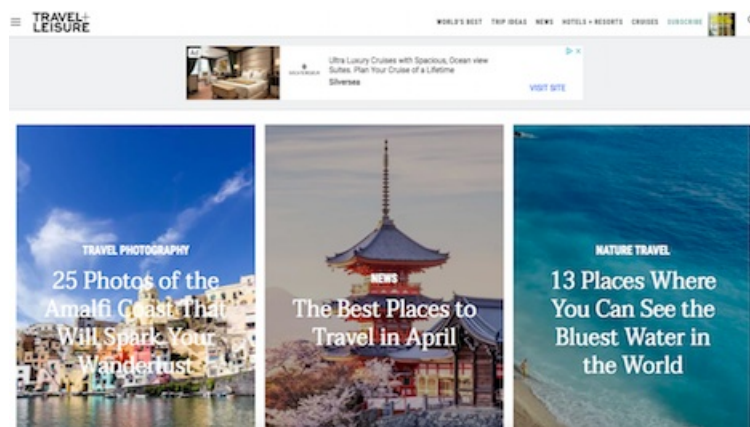


MEDIA/PUBLISHING

## Meredith unveils post-Time Inc. acquisition restructure

March 27, 2018



*Travel+Leisure is part of Meredith's restructuring.*

By STAFF REPORTS

Publishing and media group Meredith Corporation has unveiled a multifaceted strategy that spans management and marketing to reposition itself.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

This is a crucial time for the corporation after it recently acquired another giant in the media world, Time Inc., as well as branded content studio The Foundry. In light of these changes, Meredith is restructuring its teams within its sales and marketing divisions to better serve its publications, readers and advertisers.

"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 Jon Werther, president of Meredith National Media Group, in a statement. "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."

### Restructure in media

The new structure for the media group has been named Meredith's National Media Group, bringing in crucial team members from Time Inc. in relation to sales and sales-focused marketing.

Meredith's new structure consists of brand, corporate, digital sellers and marketers with a principal point of contact for each key account.

The Foundry, on the other hand, will integrate into Meredith's digital business division.

Doug Olson, president of Meredith Magazines, will branch out in regards to the brands he oversees for sales and marketing.

Reporting to Mr. Olson will be Stephen Bohlinger, current publisher of Better Homes and Gardens, who will oversee Family Circle, Southern Living and Coastal Living. Family Circle will see Lee Slattery as its publisher, while Deirdre Finnegan will act as publisher for Southern and Coastal Living.

Giulio Capua comes from Cond Nast to oversee the luxury titles at Meredith including Food & Wine and Travel + Leisure, which are published by Tom Bair and Jay Meyer, respectively.

Former Women's Health publisher Laura Frerer-Schmidt will act as publisher of InStyle and will oversee Shape, which will have Ann Gobel as publisher.

Daren Mazzucca, who currently oversees Martha Stewart Living and Martha Stewart Weddings, will continue to do so and act as publisher for Real Simple.

Carry Witmer will oversee all of the food and health titles at Meredith while continuing his position as publisher for Rachael Ray Every Day.

Senior vice president Marla Newman will lead Meredith's new digital sales team. The group has stated that it hopes she will drive the company's largest digital advertising initiatives across the Meredith portfolio.

Meredith today unveiled a new sales and marketing structure for its National Media Group:

<https://t.co/D5bcx0Bpkq> [pic.twitter.com/XLMWtU6owS](https://pic.twitter.com/XLMWtU6owS)

Meredith Corporation (@MeredithCorp) **March 26, 2018**

Meredith Corporation's acquisition of Time Inc. officially went through earlier this year. Soon after, the parent company sold off the U.K. portion of Time.

Epiris Fund II, a British equity firm, has purchased Time Inc. UK through an agreement with Meredith. Barou Advisers and Herbert Smith Freehills LLP represents Meredith in the deal, which is set to close within this year's first quarter ([see more](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.