

MEDIA/PUBLISHING

## Time Inc. UK to be renamed TI Media

May 25, 2018



*Country Life is one of Time Inc. U.K.'s publication. Image credit: Country Life*

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By STAFF REPORTS

Time Inc. UK is undergoing a rebrand following its acquisition by Epiris.

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The publishing group will be known as TI Media starting June 11, and the company will be releasing a new logo and rebranded marketing strategy. The name change is to help the company adapt to the future.

"We are proud of all we have achieved as Time Inc. UK over the last four years and, before that, as IPC Media over many years," said Marcus Rich, CEO of Time Inc. UK, in a statement. "While we wanted our new name to speak to that successful past with the T of Time Inc. and the I of IPC we also wanted it to be adaptable to suit the ways we will evolve and look to extend that success under our new ownership.

"We are now looking forward to exploring those new opportunities as TI Media," he said.

### Media changes

After Meredith Corporation's acquisition of Time Inc. had officially gone through, the parent company sold off the U.K. portion of Time.

Epiris Fund II, a British equity firm, purchased Time Inc. UK through an agreement with Meredith. Major fashion and luxury publishers such as *InStyle UK*, *Marie Claire UK*, *SuperYachtWorld*, *Country Life*, *Wallpaper\** and *Horse & Hound* were sold to the equity firm in the deal ([see story](#)).



*An image from 25 Beautiful Homes, one of Time Inc. U.K.'s titles. Image credit: Time Inc. U.K.*

With so much stock in digital and media entities, the change to TI Media makes sense for Time Inc.

The new logo will debut simultaneously with the new name in June.

Along with the consumer-facing company's name change, Time Inc. UK will change its legal name to TI Media Limited, which will also launch on June 11.

The company has also recently stated that it will close down its InStyle UK title.

"As a company, TI Media is proud of its past and confident of the future," said Sir Bernard Gray, executive chairman of Time Inc., in a statement. "Our new name opens the next chapter of our story with familiarity and new energy."

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