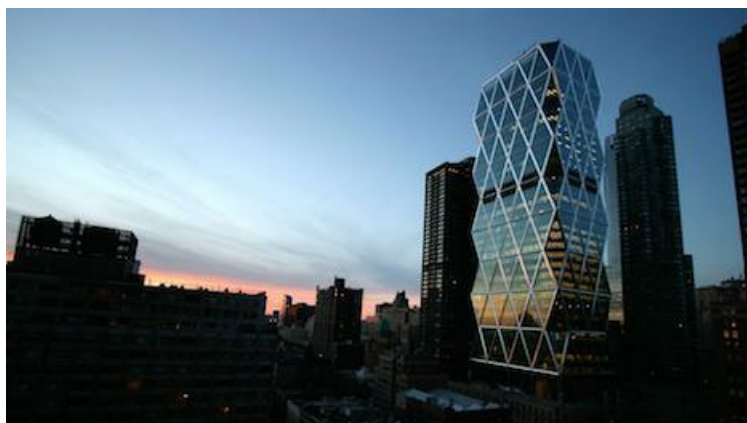


MEDIA/PUBLISHING

Troy Young named president of Hearst Magazines

July 25, 2018



Hearst Tower in New York. Image credit: Hearst

By STAFF REPORTS

Media group Hearst has appointed Troy Young as the new president of Hearst Magazines, overseeing the publisher's global magazine operations.

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

Mr. Young has been president of Hearst Magazines Digital Media since 2013, overseeing the group's online editions of titles such as *Elle* and *Harper's Bazaar*. Effective immediately, Mr. Young succeeds David Carey, who will become chairman of Hearst Magazines through 2019.

"Hearst Magazines is an extraordinary content company, well-positioned to thrive in today's media ecosystem," Mr. Young said in a statement. "Our powerful brands are part of consumers' daily lives on every medium, from print to voice to video, and we're serving consumers and marketers with increasing engagement and precision across platforms.

"David has been and will continue to be an important advisor, and I'm happy to have his guidance and institutional knowledge as I take on this new role," he said.

New leadership

While at Hearst Magazines Digital Media, Mr. Young created the proprietary content management system MediaOS. Used across Hearst titles, the unified tech platform allows editors to get content up faster and distribute it more widely, which has raised revenues and readership.

Last year, even though Hearst Magazines did not see revenue growth overall, its digital business grew. Its magazines saw an average of 1.4 billion monthly page views and 15 billion video views throughout the year ([see story](#)).

Now, Mr. Young will be overseeing Hearst's 25 print brands and 25 digital brands with a combined audience of almost 200 million.

Hearst Magazines also has a number of other businesses, including marketing agency iCrossing, customer data management and business processes firm CDS Global and customer experience company Kubra. The publisher also has a joint venture with media group Cond Nast on publishing services firm PubWorX.

Before coming to Hearst, Mr. Young was the president of Say Media, a digital advertising and publishing company. His resume also includes chief experience officer at Omnicom-owned digital agency Organic.



Troy Young. Image credit: Hearst

Mr. Young is also on the boards for the Interactive Advertising Bureau and Digital Content Next.

"Troy understands how vital it is for our brands to engage more actively with consumers across platforms," said Mark Aldam, chief operating officer at Hearst, in a statement. "His innovative approach to product development and high-quality brand experiences will continue to propel our industry-leading magazines forward."

In June, Hearst Magazines' president Mr. Carey announced he was moving on from the media group after eight years at the helm.

After Hearst, Mr. Carey will be entering a fellowship at the Harvard Advanced Leadership Initiative in January. The two-semester program is aimed at helping business and legal leaders launch social-impact programs ([see story](#)).