

MEDIA/PUBLISHING

## Hearst taps new Veranda editor amid strategy shift

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Hearst is making a number of changes. Image credit: Hearst

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By STAFF REPORTS

Media group Hearst is making a number of key hires and appointments for its magazine business as it undergoes an evolution to more thoroughly merge print and digital.

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Among the business and editorial moves announced on Oct. 10 are new editors in chief for shelter publication *Veranda* and women's magazine *Cosmopolitan*. With these shuffles, Hearst is aiming to more effectively unify its content creation, advertising and sales operations.

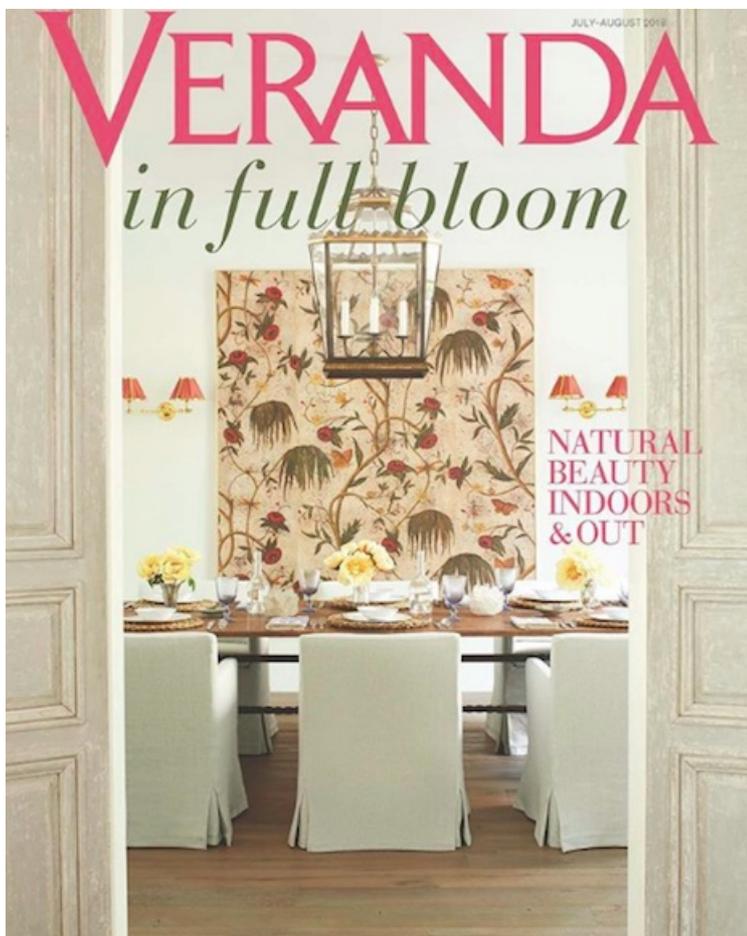
"Our magazines will always play an integral role and we are fully committed to them," said Troy Young, president of Hearst Magazines, in a statement. "The complementary strengths of our offerings are what gives us our unique position in today's highly competitive media marketplace.

"Our teams are embracing cross-platform brand alignment, which will foster even greater idea sharing, more ambitious content creation and the development of strategic business initiatives, all of which benefit our audience, both consumer and commercial," he said. "As we continue to evolve, we will combine editorial intuition with audience insights and data to create unique and purposeful experiences for our readers."

Editorial evolution

Steele Marcoux has been appointed editor in chief of *Veranda*, overseeing the luxury home magazine's print and digital operations. Ms. Marcoux comes to *Veranda* from *Country Living*, where she was most recently style director.

As it gains a new editor in chief, *Veranda* is also making a move. Its headquarters will now be located in Birmingham, Alabama, where *Country Living* is also based.



*Veranda's July/August 2018 edition. Image credit: Veranda*

Hearst is also evolving a number of roles and responsibilities. Richard Dorment, editor in chief of *Men's Health*, and *Women's Health* editor in chief Liz Plosser will both be adding oversight of their publications' digital platforms.

Similarly, Ryan D'Agostino, editor in chief of *Popular Mechanics*, will now also be overseeing its Web site and digital operations.

*Cosmopolitan's* editor in chief Michele Promaulayko is exiting the company. Succeeding her in the role is Jessica Pels, who was most recently digital director of the magazine.

*House Beautiful* is also seeing a departure, as editorial director Sophie Donelson leaves Hearst. Taking over running the magazine's print and online editorial is Joanna Saltz, who was most recently digital director of HouseBeautiful.com.

As part of *Seventeen's* digital-first approach, Hearst has named Kristin Koch the editorial director of Seventeen.com. This role will include overseeing all content, including the magazine's print editions.

Ms. Koch is succeeding Joey Bartolomeo, who is also leaving Hearst.

Beyond *Seventeen*, Hearst is turning *Redbook* into a digital-only publication following the January 2019 issue.

All of the aforementioned editorial leaders will report to Kate Lewis, who was recently named chief content officer after Joanna Coles exited the role and the company ([see story](#)).

Pat Haegele, senior vice president, group publishing director of the Women's Lifestyle Group, is additionally going to be focused on publishing strategy.

Hearst is also consolidating oversight of a number of its titles, as Jack Essig, senior vice president, publishing director of *Esquire* and *Popular Mechanics*, adds *Men's Health*, *Runner's World* and *Bicycling* to his role. As part of this shuffle, Ronan Gardiner is exiting Hearst.

Earlier this year, Hearst appointed Mr. Young as the new president of Hearst Magazines, overseeing the publisher's global magazine operations.

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*. Mr. Young succeeded David Carey, who became chairman of Hearst Magazines through 2019 ([see story](#)).

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