

MEDIA/PUBLISHING

## Meredith hires sales execs for luxury titles

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The publication's new design is focused on a clean, minimal design and a flexible framework. Image credit: Departures

By STAFF REPORTS

Media group Meredith is adding to the sales team for its luxury titles with two new hires.

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Melissa Strome has been named automotive and finance director for the Luxury Group, while Maria Eliason will be fashion director. Both executives will report to Katy Bano, the associate publisher of *Departures*.

### Selling luxury

Meredith's Luxury Group includes *Departures*, *Travel + Leisure* and *Food & Wine* magazines.

Ms. Eliason was most recently at *The New York Times*, where she was advertising director. In that role, she grew the publication's fashion, luxury and retail categories.

Prior to *The New York Times*, she had sales roles at the *Daily Beast* and *InStyle*. Her resume also includes executive director of international fashion at *Vanity Fair*.

Ms. Strome comes to Meredith from Active Interest Media, where she was publisher of *Yoga Journal*. Her experience also includes sales positions at *The New Yorker*, *Every Day with Rachael Ray* and *Marie Claire*.

"Melissa and Maria's proven experience, deep relationships and understanding of the luxury business make them the ideal candidates to drive revenue growth for *Departures*, *Travel + Leisure* and *Food & Wine*," said Giulio Capua, vice president and group publisher for luxury at *Meredith Corporation*, in a statement. "Meredith is a major player in the luxury space and I am thrilled Melissa and Maria are joining the team to grow revenue for this significant category."

Meredith recently innovated the print ad experience in one of its luxury titles.



*The Departures insert includes a special key FOB. Image courtesy of Audi*

German automaker Audi is handing consumers the keys to its new A8 with an exclusive interactive print advertisement in the latest issue of travel magazine *Departures*.

A four-page insert in the November/December edition showcases the distinctive taillights of the Audi A8, which can be controlled with a special key FOB. Although print media is on the decline, the long shelf life still makes magazine ads a worthy investment for luxury brands ([see story](#)).

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