

MEDIA/PUBLISHING

Meredith hires former Sandow exec as InStyle publisher

April 30, 2019



InStyle has named a new publisher. Image credit: *InStyle*

By STAFF REPORTS

Media group Meredith has named Agnes Chapski the vice president and publisher of *InStyle* magazine.

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

Ms. Chapski was most recently at Sandow, where she was president of *NewBeauty* and Beauty Engine. The executive comes to *InStyle* with beauty experience and a background creating cross-channel advertising opportunities.

"An accomplished brand builder and innovative executive, Agnes is a proven leader who creates and builds revenue and profitability across consumer lifestyle brands in the beauty, fashion and luxury space," said Doug Olson, president of Meredith Magazines, in a statement. "I'm very excited for her to join forces with the talented Laura Brown and the entire *InStyle* team."

Publisher appointment

While helming Sandow-owned *NewBeauty*, Ms. Chapski was focused on developing the publication's omnichannel offerings for brand partners. She also oversaw Beauty Engine, the company's beauty solutions business.



Agnes Chapski. Image credit: Sandow

Prior to her work at Sandow, Ms. Chapski spent 18 years at Condé Nast. She was associate publisher at *Vanity Fair* and *Lucky*, and her last nine years at the media group were spent at *Allure*, where she was publisher and chief revenue officer.

Ms. Chapski has also worked at Weider Publications, American Express Publishing and Murdoch Publishing.

At *InStyle*, Ms. Chapski will report to Mr. Olson.

"I'm thrilled to join Meredith and *InStyle*, an authoritative brand that celebrates inspirational fashion and beauty content for all women," Ms. Chapski said. "*InStyle* ignites the desire to shop and is uniquely positioned as a must-buy for marketers looking for proven solutions and access that drive results."

Following its acquisition of Time Inc. and branded content studio The Foundry, Meredith Corporation has undergone a multifaceted strategy that spans management and marketing to reposition itself.

In light of these changes, Meredith restructured its teams within its sales and marketing divisions to better serve its publications, readers and advertisers ([see story](#)).

InStyle has branched out beyond its magazine pages with advertising efforts. For instance, Estée Lauder Cos.' Crème de la Mer helped *InStyle* readers gear up for their own big night with an Oscar-themed live chat.

Consumers could tune in to *InStyle*'s Facebook page to watch the 20-minute conversation between the magazine's then fashion and beauty editor at large Kahlana Barfield Brown and La Mer skincare expert Clyde Johnson. In addition to the editor's questions, consumers could ask their own questions to get specific advice from Mr. Johnson ([see story](#)).