

FOLIO:

TOP WOMEN IN MEDIA



Sponsored by



FOLIOMAG.COM | @FOLIOMAG | #FOLIOTOPWOMEN

TABLE OF CONTENTS

Corporate Visionaries.....3

Direct-Level Doers.....9

Entrepreneurs.....21

Industry Leadership.....26

Mentors.....31

Rising Stars.....33

AN HONOR WELL DESERVED

Dear friends,

Congratulations to the 2017 Class of Folio: Top Women in Media honorees. You’re among the most successful and innovative individuals in our industry and we’re honored to recognize you for your accomplishments.

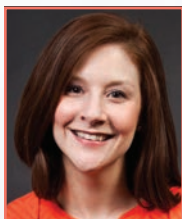
The awards and event were created to celebrate, inspire and bring together the women who make magazine media such a dynamic industry. Each of you has made a lasting impact on your brands, organizations and markets, carving out a leadership role that keeps our industry moving forward.

You’re in the midst of impressive company—innovators, entrepreneurs, mentors and power brokers representing a unique cross-section of media. So sit back and take in your success, network and celebrate with your peers. We’re thrilled to honor your accomplishments on this special day!



Tony Silber
Vice President
Folio:

CORPORATE VISIONARIES



Logan Aguirre

President

Whitaker Publishing and 417 Magazine

Logan Aguirre is the president of Whitaker Publishing, a multi-media company in Southwest Missouri. Aguirre is responsible for the strategic direction, brand management and growth of titles including 417 Magazine, the company's flagship monthly lifestyle magazine with more than 125,000 readers, as well as the quarterly 417 Home and the bi-annual Bride. Her vision led to enormous organic growth of the 417 brand over the past two years. She oversaw the addition of a custom events planning division, a bi-monthly business magazine called Biz 417, a custom publishing department, an online ticketing platform and 11 new e-newsletters. In the midst of all of these changes, she focused on keeping office morale high and creating an innovative company culture based on interdependent autonomy.

Clearly, her hard work has already paid off. Whitaker Publishing sold out of its entire Biz 417 inventory in its first year, and won a variety of industry awards. From 2015 to 2016, Whitaker Publishing's profits doubled, and Aguirre also orchestrated doubling the size of the company's workforce.



Andrea D'Amato

Senior Vice President

IDG Global Solutions

Andrea D'Amato is senior vice president of International Data Group (IDG), the media, marketing services and venture capital organization that operates in nearly 100 countries. D'Amato has been a leader at IDG for more than 20 years. She started with the Network World brand in the United States, where she managed a sales team, created events and eventually took on more responsibilities with its digital, print and custom products. About four years ago, she moved on to a global role focused on sales and brand management of all of IDG's products and services, which include PCWorld, Macworld, Computerworld, CIO Magazine, InfoWorld and ChannelWorld.

After already leading the company's international business territory to a 20 percent incremental growth over four years, D'Amato added to her responsibilities with a vast increase in revenue responsibility and more clients and sales categories. She's now the lead contact for all of IDG's biggest and most important customers.

D'Amato is a corporate visionary when it comes to both market strategies with clients and working with teams internally to ensure they are set up for success in a constantly changing field. Not only does she tackle the immediate tasks at hand but she takes pride in growing future leaders as well.



Gail Day

VP of Global Advertising

Harvard Business Review

Since Gail Day joined the Harvard Business Review in 2010, the company has seen tremendous growth even as its traditional print advertising revenues have declined. As the vice president of global advertising and publishing, Day is at the forefront of these innovative changes.

Under her leadership, Harvard Business Review's ad revenue has grown significantly—by 15 percent within just the last year. Part of this success is surely that Day has greatly expanded the range of the company's integrated advertising options. Now, Harvard Business Review offers creative solutions across its print and digital platforms, including research and custom events. She has also notably increased the company's luxury advertising category, creating successful partnerships with major brands such as Gucci, Bottega Veneta, Cartier and Porsche. All the while, the circulation for the 95-year-old Harvard Business Review's print product has never been higher.

Day is not exactly a new corporate visionary—in fact, she's a longtime industry veteran. She came to Harvard Business Review after already amassing a wealth of sales and media experience. She spent five years as the advertising director at Condé Nast's The New Yorker, six years as an associate publisher at Condé Nast and three years as a publisher of Forbes.

FOLIO: TOP WOMEN IN MEDIA



Laura Frerer-Schmidt

SVP and Managing Director
Women's Health

As senior vice president and managing director of Rodale title Women's Health, Laura Frerer-Schmidt has accomplished the seemingly impossible: Women's Health's advertising revenue for digital and print have both gone up every year for the past five years.

Frerer-Schmidt has grown the brand's digital revenue from 5 percent to 33 percent of its total revenue without sacrificing print. Meanwhile, Women's Health's digital audience has grown 200 percent. Such success stems from Frerer-Schmidt's focus on social, digital and print, and believing that growing each format helps attract audience—and revenue—to each area. Evidence? In 2016, Women's Health nabbed a \$800,000 deal with Colgate, which chose the brand for its leverage of multiple platforms.

Women's Health also became a socially-led brand under Frerer-Schmidt's direction, with 16 million engaged followers. This mentality extends to sales and sees results. For example, Women's Health created a Facebook Live workout video, which not only effectively promoted Reebok, but also resonated with fans. More than 400,000 people viewed it in total, with 40,000 tuned in live as it streamed.

Prior to joining Women's Health in 2011, Frerer-Schmidt spent more than a decade in different advertising and publishing roles at Condé Nast titles, including SELF Magazine, Teen Vogue, Vogue, and W Magazine.



Lindsey Green

VP of Corporate Communications
Bustle and Romper

After more than a decade in the public relations industry, Lindsey Green joined Bustle in 2015, becoming the website's vice president of corporate communications and its first-ever in-house publicist. Under Green's guidance, Bustle has enjoyed increased exposure and widespread industry recognition. To really understand the gravity of Green's impact, consider the following: in 2015, the company had fewer than 20 editorial mentions per month; in January 2017, Bustle was mentioned in the media more than 200 times. Now, Bustle editors are regular voices on the airwaves, earning guest invitations to outlets such as CNBC and FOX Business.

Why is Green so effective as a publicist? She's also a journalist. Her work has appeared in Forbes, Deadspin, and New York Magazine, to name a few. Her knack for storytelling crosses into public relations with great results. In 2014, Marie Claire included Green in its "New Guard" list of the 47 most connected women in the United States. Business Insider named her one of the top 50 public relations professionals in 2015. And Muckrack, a community of journalists, recognized her as one of the top five in her field in 2011.

Prior to Bustle, Green founded Ti14th Communications, a public relations firm that focused on emerging technology startups such as Medium, Of a Kind, HowAboutWe and Circa.



Marianne Howatson

CEO and Publication Director
C&G Media Group

Marianne Howatson is the CEO and publication director of C&G Media Group. She oversees every aspect of the regional luxury design magazines Connecticut Cottages & Gardens, Hamptons Cottages & Gardens, New York Cottages & Gardens and San Francisco Cottages & Gardens, as well as CottagesGardens.com and C>V.

She acquired the company in 2009, during the throes of the recession. Back then, C&G only published magazines in Connecticut and the Hamptons, and its entire staff amounted to six people in one office. Howatson has since dramatically expanded the company to 35 employees in four separate offices, plus the addition of two print magazines and a website. In 2016, C&G Media

CORPORATE VISIONARIES

Group was recognized with a slew of awards, including two Folio: Eddie & Ozzie Awards and “Outstanding Media” from the International Furnishings & Design Association Circle of Excellence Awards. In addition to all of her editorial accomplishments, Howatson has grown C&G Media Group financially by more than 300 percent.

Before C&G, Howatson was already a veteran of the media industry, publishing titles such as Travel + Leisure and SELF Magazine. She was the first female publisher at Condé Nast and American Express Publishing. Later, as group publisher at Gruner + Jahr USA, a subsidiary of Bertelsmann, she oversaw the growth of Parents, YM, Expecting, Baby Care and the Ser Padres group of Spanish-language publications.



Jayne Jamison

SVP, Publisher and CRO
O, The Oprah Magazine

Jayne Jamison is the senior vice president, publisher and chief revenue officer of Hearst title O, The Oprah Magazine, where she oversees advertising, marketing and revenue strategies. Under Jamison's guidance, O, The Oprah Magazine has become an advertising powerhouse. Despite industry-wide declines in print advertising revenue, O reported a 4 percent increase from January to July 2016 and saw massive ad page gains in 2016 compared to the year prior. For example, it had a 24 percent increase in February 2016 and a 30 percent increase in July. Furthermore, O magazine projects additional growth in pages, new business, and new advertisers.

Jamison has gained a reputation for spearheading unusual, hugely successful projects at O. In 2016, the Oprah Media Group partnered with Amazon to be the exclusive retailer of Oprah's “Favorite Things” list. The initiative included print, digital and television advertisements, and it won the 2017 MPA Kelly Award for “Best Magazine Media Creative/Campaign.” Another partnership, with Talbots, resulted in a creative combination of print, digital, social media, events and content creation.

Prior to joining O, The Oprah Magazine, Jamison served as vice president and publisher of Hearst's Seventeen and Redbook. Earlier in her career, she was group publisher of the Gruner + Jahr titles Parents and Child, as well as five pre- and post-natal magazines. She also published Reader's Digest Association's American Health.



Melinda Lee

SVP and General Manager of Video
Meredith Corporation

As senior vice president and general manager of video, Melinda Lee is responsible for managing and expanding Meredith Corporation's video studios across the country. Lee joined Meredith in the summer of 2016 and has already made a significant impact.

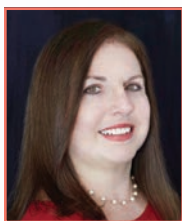
Lee has implemented new best practices and created a work environment built on collaboration. She's developed new video products, programming and partnerships that have increased Meredith's reach among Millennial women.

All of these efforts have resulted in a big jump in video views, which are 142 percent higher than the six-month period before Lee arrived.

Her bold content strategy emphasizes experimentation, which keeps Meredith at the forefront of the video sphere and also helps lead to more diverse video revenue options. She has pushed investment in cutting edge video technology, allowing Meredith to quickly utilize tools such as Facebook Live, 360-degree video and virtual reality. As a true corporate visionary, Lee spots emerging trends and quickly takes them on.

Lee has also achieved cross-platform success. For example, she was behind Allrecipes' Dinner Spinner mobile app leading to a television show on the CW. The app's popularity spikes on Sundays when the show airs.

Before shaking things up at Meredith Corporation, Lee held management and content development positions at Hearst Magazines International, Getty Images, and ZenCat Entertainment.



Nancy Ness

VP Marketing
Jobson Medical Information

Optometry.

Nancy Ness has held key positions at Jobson Medical Information for more than 25 years. In 2011, she was promoted to vice president of marketing for the subdivision Jobson Optical Group, which produces several magazines, guides, and newsletters. Among them are 20/20 Magazine, Vision Monday, and Review of

In her role, Ness comes up with innovative marketing campaigns and live events, as well as leading all efforts related to branding. Her work has helped elevate Jobson's reputation among both readers and clients. She's a noted leader not just at Jobson but in the optical industry as a whole.

One of her most recent and creative solutions for an optometry client was a brewery tour that drew parallels between the optometric market and craft beer industry. The tour stopped in 13 cities across the United States and attracted more than 200 attendees, 96 percent of whom said the event greatly/somewhat exceeded expectations. It satisfied the client's desire to talk with prospective consumers and also proved how much Ness excels at thinking outside the box.

Before joining the marketing side of Jobson, she was the company's director of education and training in communications and services. Her promotional efforts helped re-establish Jobson's educational resources and improved sales, particularly for 20/20 Magazine's continuing education program.



Rebecca Sausner

VP Content and Strategy for Events
SourceMedia

As the vice president of content and marketing strategy for SourceMedia's events business, Rebecca Sausner supervises a team responsible for more than 50 live events every year. Not only does she conceive of and launch new events every year but she also manages the content and marketing side as well.

In the past three years, Sausner introduced and executed 10 new events that brought in more than \$4 million in revenue and drew more than 5,000 attendees. She investigates upcoming trends and turns them into successful events, which involves constantly staying on top of the areas of financial services, professional services, healthcare and technology. Her foresight also results in utilizing new technological tools, such as event apps, live streaming, gamification, awards programs, and the latest in event registration and networking.

Sausner was the mastermind behind DigIn, the first digital insurance conference in the country. It launched in 2016, focusing on the rapid and technology-driven changes to the insurance market, and drew 500 attendees and 80 speakers. Sausner is also skilled at growing events. In 2015, she launched nVest, a conference focused on wealth management and technology. For its second year, she doubled it in size.

Her visionary status is surely aided by her background in journalism, where she spent years covering finance and technology. Most recently, she was editor-in-chief of Thomson Media magazine Bank Technology News.

CORPORATE VISIONARIES



Christy Tanner

SVP and General Manager
CBS News Digital, CBS Interactive

Christy Tanner led CBS News Digital to a record-breaking year in 2016. As the senior vice president and general manager, Tanner helped spearhead new content initiatives, platform launches and creative partnerships that garnered industry acclaim.

Under Tanner's direction, CBS News launched apps on Playstation 4 and Playstation 3 and became the first to offer free 24/7 digital streaming news on Xbox 360. The company launched a new app on Apple TV, Amazon Fire TV and Android TV, some of which offered 360-degree video and an unprecedented level of interactivity. A true corporate visionary, Tanner is ahead of the rest of the industry in giving audiences premium ways to experience live news.

Her strategies around the 2016 Presidential Election both enhanced coverage and drove new audiences to CBS News. The company partnered with Twitter for live coverage of the Democratic and Republican National Conventions, making CBS a top source of news for social media users. CBS News shattered viewership records with 14 million streams from both conventions. Furthermore, Q4 2016 was the company's strongest quarter on record with 90.3 million streams—50 percent more than that year's third quarter and 175 percent higher than Q4 of 2015. Overall, Tanner led CBS News to more than 200 percent growth in 2016 alone.



Ursula Morgan

CEO
Creativebug

In a sense, Ursula Morgan is an artist who just happens to have a serious knack for business. In 2014, she became the CEO of Creativebug, a crafting website with more than 1,000 instruction videos. Within her first 12 months, she grew subscriptions by 533 percent and a further 75 percent in 2016.

Morgan's vast experience in the media industry turned Creativebug into a thriving business. In addition to growing the site's audience, she reduced costs by 40 percent, brought on two of the largest craft retailers in the country—Michaels Stores and Jo-Ann Stores—as partners; launched a platform with Amazon; and increased YouTube views from 1 million to 4.2 million in a 12-month period.

Long before joining Creativebug, Morgan was an art editor for London magazine publishers The National Magazine Company, and Haymarket Publishing. From there, she went to Future Publishing, which was the UK's third largest publishing house at the time. She stayed there for 16 years, overseeing a variety of print and digital media properties. Eventually, she worked her way up to vice president of Future Media's United States operations. One of her favorite projects was back in 2005, when she spearheaded the launch of Simply Knitting Magazine.

FOLIO: TOP WOMEN IN MEDIA



Lisa Valentino

CRO
Condé Nast

Lisa Valentino is helping evolve Condé Nast from a traditional publishing house into a multi-platform media company.

Valentino first joined the company as Condé Nast Entertainment's chief revenue officer in 2014. Less than a year later, she was promoted to senior vice president of network sales and partnerships for all of Condé Nast, overseeing print, digital, and video. In 2017, she was named Condé Nast's chief revenue officer of industry and agency.

In her new role, Valentino will focus on growing company revenue inside industries, improving its relationships with agencies, and increasing its data and programmatic efforts.

However, Valentino has already proven herself a corporate visionary at Condé Nast. Her efforts led to the company's digital revenue increasing by 22 percent over the course of 2015. She oversaw the launch of new programmatic offerings to advertising partners, which combined data and the latest advertising technology. Since it began in 2015, the company's programmatic revenue has more than tripled.

During her tenure at the company, she also helped build Condé Nast Entertainment from a nascent studio into a premium digital network that tackles film, television, social video and virtual reality alike. Condé Nast Entertainment boasts five unscripted television series in production or on-air, and it has sold multiple scripted pilots to networks. The studio just wrapped up production on "Granite Mountain," a feature film starring Josh Brolin and Miles Teller, and 27 more films are actively in development.



Karen Wilde

Global VP of Customer Experience
IDG Strategic Marketing Services

Karen Wilde became International Data Group's global vice president of customer experience in 2015. Her responsibilities include managing IDG's teams in marketing, editorial, operations, product management, video production, and digital design. She drives business strategy with precision and skill, all the while maintaining a collaborative company culture focused on delivering an exceptional customer experience.

Most impressively, Wilde thrives in executing new strategies in a rapidly changing business environment. As IDG has expanded globally, Wilde is able to pivot from thinking internationally to regionally and locally. In that shifting landscape, she successfully implemented a new project management and collaboration platform; a new centralized resource portal; and new international standards and processes for the company. She also led efforts to build out IDG's pool of external talent and resources while also ensuring these relationships were mutually beneficial.

Wilde has been an asset to IDG and an industry leader for many years. She first joined IDG in 1999 as a regional account director for IDG title Network World. After 10 years at Network World, she began climbing the corporate ladder, moving onto IDG Enterprise and IDG Communications, Inc. Most recently, she was vice president of global product development and process management for IDG Communications.

DIRECTOR-LEVEL DOERS



Merek Bigelow

Director of Marketing
Loss Prevention Magazine Group

Merek Bigelow is the director of marketing of the Loss Prevention Magazine Group. In her role, she oversees marketing strategy and advertising sales across the LP Magazine brand, which includes digital content, content marketing, and subscriber generation. When she joined LP Magazine in 2013, print circulation was not only stagnant, but digital advertising revenues were meager at best. The website offered little more to readers and potential advertisers than archived print articles and banner ads. Bigelow quickly recognized the need to completely overhaul LP Magazine's digital presence. She developed partnerships with advertisers, pushed cross-channel integration forward, and advocated a total redesign of LP's digital side. In 2014, advertising sales were already up year-over-year by 18 percent.

Bigelow's momentum didn't slow down there. Last year, she spearheaded the launch of LP Magazine's new contemporary digital platform, which involved cultivating technology partners and then expertly managing them alongside internal resources. The expansion in digital channels also came with a slew of new marketing strategies, including an email newsletter, long form content, native advertising, and social engagement. Since the launch, digital traffic has seen triple-figure growth year-over-year.



Melissa Cronin

Managing Editor of Content
American Media, Inc.

As the managing editor of content for American Media, Inc.'s digital and print titles, Melissa Cronin is responsible for breaking top celebrity news across multiple platforms. Her success has been especially evident in the digital sphere: RadarOnline.com, Starmagazine.com, OKmagazine.com, and NationalEnquirer.com delivered major exclusives in 2016. Cronin led reporters to quickly disseminate stories on Bill Cosby's trial over alleged sex crimes, Bobbi Kristina Brown's wrongful death trial, Prince's death, Kanye West's 911 call, and many more. She also oversaw several website upgrades this year.

As a result, Cronin broke traffic records nearly every month last year. AMI's digital network now sees 60 million visits per month, including 50 million unique visits, and more than 250 million page views—numbers previously unprecedented for the company. The success comes down to Cronin's emphasis on original reporting as well as videos and photos. She understands AMI's devoted core of readers and delivers the unique sort of celebrity coverage that they crave.

Before ascending to managing editor of multiple American Media, Inc. titles, Cronin acted as executive editor RadarOnline.com. She also served in various editing roles at the New York Post, The Daily, Star Magazine, and In Touch Weekly.



Michelle Evers

Group Ad Sales Director
Bloomberg Media

Michelle Evers worked in sales for Bloomberg Media for years—and Fox Interactive Media prior to that—before being promoted to her first managerial position in 2016. As group ad sales director, she leads Bloomberg's San Francisco office—and she has quickly proven herself a natural.

The same year that she assumed her new role, the San Francisco sales team experienced 100 percent attrition. It was an enormous challenge that Evers tackled head-on, assuming the workload of multiple sales executives while simultaneously recruiting a whole new sales staff. By the fourth quarter of 2014, Evers and her new sales team successfully grew the San Francisco territory by 20 percent, year-over-year. In particular, Evers excelled at bringing in technology companies that wouldn't necessarily seem like a logical fit with Bloomberg. For example, she was vital in securing Microsoft as the launch partner for Bloomberg's new technology channel, and now Microsoft is one of Bloomberg's largest non-financial accounts.

As a sales executive, Evers has a proven track record of exceeding targets. In 2014, Bloomberg introduced a global award to recognize in-house sales talent, and Evers was the first person to win it. She was also named by "Sales Person of the Year" in 2015 by Folio: sibling brand Min.

FOLIO: TOP WOMEN IN MEDIA



Tannaz Fassihi

Creative Director
Scholastic Inc.

Tannaz Fassihi is the creative director for Scholastic Inc.'s Scholastic Teacher Magazine and Scholastic Teacher Resources. In her role, she has reinvigorated the Scholastic brand, including a complete overhaul of one of its publications.

She began with the art direction for Instructor, the country's longest-running magazine for kindergarten, elementary, and junior high school teachers. Her appealing story designs quickly brought new buzz to the publication, and in 2015, she launched a significant rebranding effort, transforming the magazine from Instructor to Scholastic Teacher Magazine. This change included a new logo and style guide applicable across print, digital and social media channels.

That same year, Fassihi became the creative director of Teacher Resources, which publishes books, decorations and other useful items for teachers, as well as the e-commerce platform Scholastic Printables. She redesigned more than 50 book covers in a similar style to Scholastic Teacher—big photos, bright colors and clear type treatments—which helped establish a common brand identity across platforms. And since Fassihi took over creative direction, Teacher Resources has published more than 80 books and products. This year, she'll also redesign Scholastic Printables, promising to make it a more user-friendly teaching tool. This is not Fassihi's first stint with Scholastic. She was actually a designer for Scholastic's Parent & Child magazine in the early 2000s before moving on to become the associate art director of Parenting.



Priya Ganapati

Product Director
Quartz

As a product director at Atlantic Media's Quartz, Priya Ganapati has helped the digital news startup grow into a pioneer in advertising. With a focus on newsletters, website optimization, advertising, external platforms and external partnerships, she works daily with designers, developers, sales staff and the advertising operations department to create new products. She ensures ad units run smoothly so click-through rates remain high

while not disrupting the reader experience, creating both custom ads for special projects and new ads for both Quartz newsletters and Qz.com.

Last year, Ganapati was instrumental in the creation of two new newsletters: "Quartz," which is focused on lifestyle, and "La Agenda," which is Quartz's first non-English language newsletter. She designed and managed the launch of several special pop-up editions for Quartz's flagship newsletter, "The Quartz Daily Brief," such as ones partnered with the Clinton Foundation and Cannes Lions Festival. These products brought thousands of new subscribers to the "Daily Brief," not to mention revenue to the company. In addition, Ganapati works on new initiatives and ongoing partnerships alike, such as Accelerated Mobile Pages with Google and Flipboard. Before joining Quartz, Ganapati worked in mobile product management for Dow Jones and The Wall Street Journal. She also spent years as a technology reporter at publications such as Conde Nast's Wired.com.



Lauren Hansen

Executive Editor of Multimedia
TheWeek.com

Lauren Hansen is the executive editor of multimedia of TheWeek.com. In her role, she leads the charge on everything multimedia for The Week, including podcasts, photos, videos, and graphics. In the past five years, she has proven to be an industry trendsetter.

While most digital news websites try to get as many clicks out of their readers as they can via slideshows, Hansen recognized the need for an alternative, more user-friendly experience. She was one of the first to adopt vertical, single-page slideshows that are now increasingly popular. For podcasts, she was a pioneer of short-form podcasts, producing concise stories instead of the usual hour of talk show-style banter. Hansen created all of TheWeek.com's quick-hit podcasts: "Seven-Minute Explainers," "Seven-Minute Opinions" and "This Week I Learned," which she also hosts. And for video, Hansen pushed TheWeek.com to become one of the first to embrace short, text-heavy and easily Facebook-shareable videos that are now ubiquitous. At the time, most outlets were still producing video versions of stories that Hansen had a hunch most users would just prefer to read instead.

DIRECTOR-LEVEL DOERS



Jayne Haugen Olson

Vice President of Content
MSP Communications

As the vice president of content for MSP Communications, Jayne Haugen Olson leads the company's design and editorial teams as well as its content marketing division, MSP-C.

She manages more than 70 people creating work for 15 proprietary and custom publications, including Delta Sky Magazine, Mpls.St.Paul Magazine, and Twin Cities Business Monthly. In addition, she oversees digital, social and video platforms as well as special events for clients such as Delta Airlines, American Express and UnitedHealth Group. In 2015, the Custom Content Council awarded Olson "Content Director of the Year."

Haugen Olson also serves as the editor-in-chief of Delta Sky Magazine. She took up the post in 2009, the same year Delta Sky Magazine underwent a massive reinvention. The improvements were immediately recognized: The magazine was named "Best Custom Magazine" by Folio: in 2009 and 2010 and has won several Folio: Eddie & Ozzie Awards since then. In 2015, Mpls. St.Paul Magazine won the Minnesota Magazine & Publishing Association's "Magazine of the Year" award, which was made possible by Haugen Olson's leadership, skillfully guiding the magazine staff after the death of the longtime editor.

Haugen Olson has been with MSP Communications for more than two decades. She first joined in 1992 as the director of sales development for Mpls.St.Paul Magazine, moving over to its editorial side before jumping to its parent company.



CONGRATULATIONS

Jayne Haugen Olson
Vice President/Content, MSP-C
Liliea & Elinor's Mom

VISIONARY
TREND-SETTER
CREATIVE LEADER

MSPC

Breakthrough content
for your brand

MSP-C.COM



Mary Alice Holmes

Managing Director of Sponsored Activities
Harvard Business Review

Mary Alice Holmes is the managing editor of the new sponsored activities arm of Harvard Business Review. Under Holmes' watch, the group executes webinars and sponsored content. She also oversees Harvard Business Review's independent research division, Harvard Business Review Analytics Services. One of her key roles has been in expanding the webinar side of the business. In the past three years, Harvard Business Review has completed more than 120 sponsored webinars featuring Harvard Business Review authors such as Clay Christensen and Michael Porter. The webinars now have a much increased average reach of 800 people attending for more than 45 minutes. On the research side, Analytics Services just had a record-breaking year under Holmes' watch, working on 46 research products with partners.

Previously Harvard Business Review's associate publisher, Holmes has been at the forefront of the company's tremendous growth spanning editorial and marketing over the past five years. In the past year alone, advertising revenues have jumped 15 percent and sponsor activities have altogether grown a combined 61 percent.

Before joining Harvard Business Review, she worked at Condé Nast and spent more than 15 years at The Economist, finishing her tenure there as director of business development.



Carrie Horn

Senior Marketing Director
5280 Magazine, Inc.

Carrie Horn is the senior marketing director of 5280 Publishing, Inc., the company behind 5280, 5280 Home, 5280 Health, 5280 Traveler, and Colorado Parent magazines. In her role, she manages the 5280 brand, creates community partnerships, seeks out media coverage and oversees event production.

She has successfully standardized social media across the 5280 publications and helped grow business through an integrated advertising and sponsorship-marketing platform. In her six years with the company, she has quadrupled 5280's public-relations opportunities.

One major accomplishment? Horn tackled 5280's sponsorship program, strategically streamlining it and finding a way to support three times the number of nonprofit organizations while still staying on budget. Namely, she expanded the magazine's promotional calendar into a branded marketing platform, which allowed the company to highlight 70 charities every year and doubled as another way to create integrated partnerships.

When 5280 was looking to establish itself as a leading voice for food in the local market, Horn envisioned 5280 Dines, an event that features the year's top 25 restaurant chefs preparing bites for local food enthusiasts, media and 5280 clients. It has turned into an annual favorite that also raises tens of thousands of dollars for local charities.



Lucy Kaylin

Editor-in-Chief
O, The Oprah Magazine

After serving as deputy editor of Hearst's O, The Oprah Magazine for four years, Lucy Kaylin was named editor-in-chief of the title in 2013. She immediately delivered renewed energy to the magazine's pages, including new sections and long form features on challenging topics. Kaylin recruited top-tier experts for a new advice section called "May We Help You?" such as best-selling author Elizabeth Gilbert of Eat, Pray, Love fame and award-winning personal finance expert Farnoosh Torabi. In an effort to remove the stigma around discussing mental health, Kaylin launched an ambitious three-part series on the subject, "The State of Our Minds."

The results of all this editorial drive? O, The Oprah Magazine has seen an increase of 83,000 subscribers—up 4 percent. Social-media numbers are also through the roof: followers are up 360 percent year-over-year on Instagram, 37 percent on Pinterest, 36

DIRECTOR-LEVEL DOERS

percent on Facebook and 8 percent on Twitter. In addition, Kaylin spearheaded the creation of O's Circle of Friends, a tiered-subscription model providing the most dedicated readers special behind-the-scenes access to the world of O. Since its 2014 launch, the community has attracted more than 20,000 members.

Kaylin was no stranger to Hearst or the magazine landscape prior to joining O. She snagged her first job out of college as a fact-checker for Condé Nast's Vogue, moving onto writing and editing roles at Condé Nast's GQ and Hearst's Marie Claire.



Teresa Lurk

VP of Marketing
Mortgage Bankers Association

As vice president of marketing of the Mortgage Bankers Association, Teresa Lurk oversees the company's brand strategy and corporate identity. Her skills were put to the test in 2013, when Mortgage Bankers Association, which represents more than 2,000 organizations in the real estate finance industry, underwent a massive rebranding effort. The financial and housing crisis had left the association in a rough spot, and Lurk took the lead on developing a new brand, messaging, logo, website and overall visual identity. Instead of a gradual roll-out, Lurk chose to boldly unveil every element all at once—an undertaking that required impressive leadership and strategy. The new vibrant, contemporary feel surrounded the concept of “Lead Strong: One Voice. One Vision. One Resource.” resonated with the 100-year-old organization's members and stakeholders.

Lurk's work doesn't stop there, though. Association members wanted to utilize the proven strength of the rebrand to help change the narrative about lingering impacts from the housing crisis. With the election of President Donald Trump, Lurk saw the opportunity to create a targeted campaign at both Washington, D.C. and local communities around the country. The “We Believe” campaign kicked off earlier this year.

Lurk joined the association's marketing team in 2003. Prior to that, she held marketing roles at Textilease Corporation and CIVICUS.



Laurie Martin

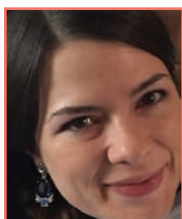
Digital Managing Editor
Psychiatric Times, UBM Medica

As the digital managing editor at UBM Medica's Psychiatric Times, Laurie Martin has helped grow the journal's website into a dynamic community, where psychiatrists engage with their colleagues and find the latest cutting-edge clinical information.

Over four years, her web strategy resulted in 50 percent more page views and 55 percent more unique visitors. In 2016, Psychiatric Times saw a record setting nearly 9 million page views—18.5 percent higher than 2015—as well as the production of more than 70 pieces of sponsored content. Martin herself is also a major driver of readership: in 2016, she was the best-read author online for her blogs and slideshows. She instituted several popular editorial features, such as “Challenging Cases,” which invite readers to propose treatments or make a diagnosis; and “Tipsheets,” which offer quick snippets of clinical information for easy referencing.

Before Martin, Psychiatric Times didn't have any social media presence whatsoever. In 2016, she grew the journal's online reach to roughly 70,000 followers on Twitter, 17,000 likes on Facebook and 6,000 users on LinkedIn. She also expanded community outreach efforts, driving new registrants to the website.

Perhaps most fascinating is Martin's unconventional path to editorship: she went from tennis instructor to martial arts school owner to Yale University graduate at age 42, eventually finding her way to a social media position at UBM Life Sciences.



Clarissa Matthews

Director of Project Management and Planning
The Atlantic

Clarissa Matthews is the director of project management and planning for Atlantic Media's The Atlantic. It's a catch-all position for video, audio, newsletters, apps, social media, ad integration, customer service, marketing and web work for both TheAtlantic.com and CityLab.com, The Atlantic's stand-alone website focused on urban planning. Matthews has been with The Atlantic for more than a decade, rising from a marketing associate to higher product positions and, finally, director of project management in 2016.

That same year, The Atlantic grew its flagship email newsletter "The Atlantic Daily" by a whopping 317 percent. Matthews was a driving force of this dramatic increase, which grew from fewer than 30,000 subscribers in January to more than 119,000 by December. Her work started many months earlier, exploring new email service providers as well as merging two separate email databases once used for newsletters and consumer marketing purposes. Similarly, she deconstructed two separate workflows that served editorial and marketing departments and set up a new, centralized process. Within the first month of implementation, subscription rates soared, as did new promotional opportunities thanks to a wider audience online as well as in print.

On a regular basis, Matthews pushes The Atlantic into new digital arenas, whether it's leading the company to a new video content management system or conceiving of new advertising solutions.



Jacklyn Monk

Executive Editor
Essence and InStyle

As executive editor of Time Inc. magazines Essence and InStyle, Jacklyn Monk oversees the research, copy, and production departments at both publications. She joined Essence in 2015 and InStyle in 2017 after 15 years at Time Inc.'s Real Simple, with more than 10 of those years as deputy managing editor.

Monk is renowned for her excellent team-management skills: her ability to transform flawed workflows into strong ones, improve workplace culture, implement effective systems, and balance multiple projects at once. At Real Simple, she successfully managed editorial operations as well as finances, never missing a deadline or going over budget. There, she gradually shifted processes to meet increased demands for digital, while also overseeing production for more than a dozen Real Simple books. Within just one year of joining Essence, Monk implemented a new, streamlined workflow process for print and oversaw production of two Essence books.

Her leadership experience goes well beyond her days at Real Simple. Prior to that, she was the managing editor of Spin Media's VIBE magazine. For several years earlier in her career, she held beauty-editing posts at RFP Corp.'s Bridal Guide Magazine and New Woman.



Christine Morgan

Head of Content Sales, Americas
Bloomberg Media

Christine Morgan serves as the head of content sales for the Americas at Bloomberg Media, specifically working in the distribution and licensing group. She oversees sales of Bloomberg Professional Service (the Terminal) as well as the distribution of content, such as news, video, photos and data. The buyers are newspapers, magazines, broadcasters, digital publishers and educators in the Americas and Iberia. Her language skills—English, Spanish and Portuguese—as well as understanding of these regions' political and cultural landscapes, have made her effective across markets in North, Central and South America. Her team manages more than 200 clients.

Morgan played a major role in launching the Bloomberg Intelligence Breakfast series throughout the Americas. The events bring together prospective and existing clients with analysts from Bloomberg Intelligence, the company's internal research arm. To make

DIRECTOR-LEVEL DOERS

it happen, Morgan collaborated with not only Bloomberg Intelligence, but also marketing, core sales, facilities and others. Now, it's being replicated in new cities for 2017. Morgan also oversaw expansion of Bloomberg's Spanish language news and video service in the Americas, and she developed a strategy to grow Bloomberg Media Distribution footprint in the same region.

Prior to joining Bloomberg, Morgan worked for Sony Pictures Television, starting out as a marketing director and then moving overseas to London to become executive editor of digital and broadcast marketing.



Kimberly Newbury

Managing Director of e-Learning and Loyalty
Questex Media Group

Kimberly Newbury has spent more than 10 years at Questex Media Group, including seven as an associate publisher for its titles *Luxury Travel Advisor*, *Travel Agent Magazine* and *FiveStarAlliance.com*.

In her current role as managing director of e-learning and loyalty programs, she is responsible for revenue, client growth, managing a sales team and developing customized, integrated multi-media programs for luxury travel brands. She has also focused her efforts toward *TravelAgentUniversity.com*, an e-learning asset for Questex Travel Group. In 2015, Questex opted to completely dismantle and re-engineer the product, and all the while, Newbury led the team to significantly grow the number of partners hosting classes on the platform. Under her leadership, audience grew by 58 percent in 2016, with more than 60,000 travel agents as registered members. The e-learning platform has been so successful that Newbury was tapped to help develop a new proprietary product, Q-learning, which will launch in all of the market sectors Questex serves.

In addition, Newbury's team developed a fully automated, customized loyalty program for an Asian hotel company, which solved a common pitfall of having to manually enter bookings for top clients. Since August 2016, more than 5,000 bookings have been recorded on the new platform.



Alison Overholt

Editor-in-Chief
ESPN

In 2016, Alison Overholt became the first female editor-in-chief of *ESPN The Magazine*, and the first woman to hold that title at any national sports magazine. Under her leadership, *ESPN The Magazine* grew its overall reach to 18.4 million, which is 12 percent more than in 2015. It also became the top publication in total reach among men ages 18-34, with numbers 25 percent higher than competitors and 10 percent higher than one year earlier. It's also notable that *ESPN The Magazine* published its first cover featuring women that was not "The Body" issue under her direction.

Overholt is simultaneously the editor-in-chief of *espnW*, which constitutes ESPN's female-centric programming. She took up the position in 2014 and is responsible for bringing more diverse voices to not only *espnW* but the entire ESPN network. In 2016, *espnW.com* averaged 4.5 million unique visitors each month, with 14.7 million page views and 14.5 million minutes spent. And with Overholt at the helm, the brand expanded into Brazil and Australia.

In 2016, Overholt was named in the *Multichannel News* "40 Under 40," as a *Sports Business Journal* "Game Changer" and as a *WISE Los Angeles* "Woman of Inspiration." Meanwhile, *ESPN The Magazine* won 37 industry awards for overall excellence, content, design, photos and more.

FOLIO: TOP WOMEN IN MEDIA



Marisa Palmieri

Editorial Director
North Coast Media

As editorial director of North Coast Media, Marisa Palmieri oversees the editorial staffs of all six of the company's brands. In addition to managing a dozen editors, she coordinates with sales on different projects and encourages cross-departmental dialogue while maintaining objectivity. She helped craft the company's corporate content marketing policy, editorial submission guidelines, and advertising labeling and design guidelines in an effort to propel North Coast Media's content marketing forward while also protecting editorial integrity.

For the past four years, she's also been the editor-in-chief of North Coast Media's Landscape Management, where she's seen revenue nearly double and website traffic grow by an average of 34 percent annually. Under Palmieri's watch, Landscape Management underwent a major redesign and rebranding effort in 2014. The following year, the magazine won 22 regional and national awards.

It was Palmieri who led the analysis of a multi-month reader and brand study, inferring that Landscape Management would benefit from a more masculine logo and content refocused on business fundamentals. But she also encouraged a redesign of LandscapeManagement.net to better balance form and function with content strategy. In 2016, the website drew 800,000 page views. Some of that success can be attributed to Palmieri's social media prowess. The brand's social media accounts function more as interactive communities, and audience has grown by double-digit percentages—triple-digits on Instagram—every year.



Amanda Phillips

Lead Generation Marketing Director
Active Interest Media

Amanda Phillips is the lead generation marketing director at Active Interest Media, which publishes niche magazines such as Yoga Journal, Backpacker, Vegetarian Times, Log Home Living, and American Cowboy.

She was responsible for leading a brand new initiative to create a lead-generation business that would meet the targeted interests of clients selling luxury products such as yachts and ski trips. At the same time, the project helped diversify revenue streams and glean non-media spending. In her first year of carrying out the project in the company's home division, Phillips secured 16 clients and \$500,000 in incremental revenue and oversaw the execution of the 16 custom projects, which included content, webinars, events, video, and social media. Already, she has successfully expanded this program within the company.

In addition, Phillips led a small task force on one of the most important infrastructure developments in Active Interest Media's last five years, according to company leadership. Her team selected a new enterprise database to house more than 15 million customer records, track their behavior and manage emails. Phillips helped ensure the transition was smooth, and since then, Active Interest Media has seen a 30 percent increase in open and click-through rates as well as a reduction in bounced emails and unsubscribes.



Solana Pyne

Executive Producer
Quartz

Solana Pyne is the executive producer of Atlantic Media's Quartz. In her role, she leads all of the website's editorial video efforts. It's a somewhat recent promotion, though. Pyne joined Quartz in 2015 to head up the company's new video laboratory, intended to experiment with digitally native stories with rich visuals. She has strong instincts about which stories are best told visually and established the high standard of video journalism that Quartz maintains today.

In her first month at Quartz, Pyne crafted a video featuring creatures found in the deep sea off Puerto Rico. It became Quartz's first viral video, and at 25 million views, it remains one of the website's top 10 most-viewed videos. Over the years, the video team

DIRECTOR-LEVEL DOERS

has grown in both size and skill. Altogether, their work has been viewed more than 700 million times just on Facebook. A Quartz video on scientists who found a way to make paraplegics move again was featured at the 2017 Sundance Film Festival—a true testament to the level of quality Pyne has created at Quartz, which now also produces ambitious, digital documentaries.

After a stint in daily news reporting, Pyne found her way to video as an associate producer for two NOVA documentaries. Just before coming to Quartz, she spent six years as a correspondent and then senior producer at GlobalPost.



Naadia Quader

Head of Product
Bloomberg Media Distribution

Naadia Quader is the head of product for Bloomberg Media Distribution. In her role, she provides B2B products, content licensing and other services to Bloomberg's media licensing clients, as well as overseeing the delivery of news, photos, video and data to partners and clients.

Quader led the launch of a new proprietary platform to distribute news content, which wound up saving Bloomberg more than \$500,000 a year. It also created a more integrated, efficient experience for Bloomberg's media licensing clients, and greatly improved commercial opportunities for cross-selling and upselling news content. In addition, she helped develop Bloomberg's corporate investor relations web hosting service, which broadens revenue opportunities as a market data provider. With this service, Bloomberg Terminal clients can add financial filings, stock data, and press releases in multiple languages to their investor relations websites.

Quader was also pivotal in developing Bloomberg's web-based Chart Maker, an editorial tool for business editors and production staff. With this new visual storytelling tool, clients can look up financial data and quickly create charts.



Nora Ray

Editorial Director
Oncology, UBM Medica

Nora Ray is the editorial director of Oncology, the flagship journal of UBM Medica, one of the largest healthcare publishing companies in the United States and a division of UBM Americas. When she assumed the role two years ago, Oncology and its digital website Cancer Network were stagnant, with low readership numbers and falling advertising dollars. With Ray at the helm, Cancer Network has grown into a top generator of revenue for UBM Medica. Growth has been unprecedented, with a 25 percent increase in total page views since 2015 and revenue totaling more than \$1 million a year.

She also led the reworking of Oncology to make it a more modern and unique print product in a very crowded market. Her changes influenced the way the editorial staff develops content and methods for delivering information to oncologists. Already she has seen growing interest from readers and advertising clients. But her reach extends further than her stated job description: As the face of oncology at UBM Medica, she works across the company to accomplish larger goals. She has developed new business partnerships, dipped her toes into sales activities, and led the development of educational sessions for UBM groups to help advance employees' understanding of editorial strategy.

FOLIO: TOP WOMEN IN MEDIA



Anita Sharma

Director of Research
Atlantic Media Strategies

In 2016, Anita Sharma joined Atlantic Media Strategies, a division of The Atlantic, as its director of research. In this role, she is responsible for designing, managing and executing primary research for Atlantic Media Strategies clients. She works with editors, designers, developers, marketers and analysts to examine clients' needs, and works across disciplines to create custom solutions. She has helped the company to diversify its offerings to organizations with a new level of research-backed savvy.

Under her watch, Atlantic Media Strategies piloted and launched its Audience Quotient tool last year. Audience Quotient is the company's proprietary product that helps organizations understand their audiences as well as their ability to engage and serve them. And her work has just begun: Sharma is behind a suite of additional soon-to-launch research products as well.

For an example of how Sharma works with clients, just look to Honored, a new organization that recognizes exceptional teachers across the United States. Before it was kicked off the ground, Sharma and the Honored team conducted focus groups to understand how students and parents think about the impact of teachers. They also interviewed K-12 teachers to understand how they'd like to be celebrated. Sharma's research was crucial for how Honored both operates and presents itself to its target audiences.



Susan Spencer

Editor-in-Chief
Woman's Day

When Susan Spencer assumed the role of editor-in-chief at Hearst's Woman's Day in 2012, the 80-year-old brand was much in need of a reboot. She redesigned and reworked the magazine, deepening its emphasis on health and food, as well as bringing in substantive topics such as sex trafficking, gun control, and death with dignity. Her work has brought increased audience engagement as well as advertising dollars—from 2012 to 2016, the magazine's profitability more than doubled.

Spencer was responsible for recruiting new columnists such as Clinton Kelly, The Six Sisters, and Ayesha Curry. She developed strategic partnerships with organizations such as the American Heart Association and the Alliance for a Healthier Generation to strengthen the magazine's health coverage.

Under her leadership, Woman's Day published a number of innovative, first-to-market native cover units. These included a scratch-and-sniff, gingerbread-scented cover for ABC's The Chew and, for an October issues, pumpkins that glowed in the dark for Natrol Inc. In general, her unique cover strategy—often a blend of food and crafts—have resonated with audiences. In the second half of 2016, Woman's Day surged to the No. 1 top-selling monthly on newsstands, up from No. 3.



Subadhra Sriram

Publisher and Editor of Media Products
Staffing Industry Analysts

Subadhra Sriram is the publisher and editor of media products of Crain Communications' Staffing Industry Analysts. She oversees all editorial functions and is responsible for the company's global media and digital strategy. She also partners with the company's art, production, marketing, sales, and research teams to publish content that speaks to target audiences as well as develops internal efficiency.

Throughout her tenure, Sriram has proposed several new editorial offerings. One of the first was Staffing Industry Analysts' guest blog website, The Staffing Stream. She reached out to industry leaders to build a strong base of authors and, five years later, continues to curate the site as it draws 20,000 unique visitors every month. With Staffing Industry Analysts' Staffing Industry Review magazine, she developed "The Staffing 100," an annual list of the 100 most influential people in the industry. The list is

DIRECTOR-LEVEL DOERS

still going strong six years later. In 2016, Sriram also led the launch of a content marketing program, which contributes more than \$100,000 in revenue to the company.

Sriram first joined the company in 2006 as an editor for Contingent Workforce Management magazine and quickly rose the ranks. Prior to that, she had more than 15 years of journalism experience at premier Fortune 500 publishing companies such as former Time Warner outlets, Money magazine, Business 2.0 and Fortune Small Business.



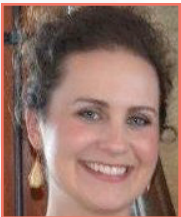
Leslie Suhr

Director of Public Affairs & New Media Pennsylvania State Association of Boroughs
Managing Editor, Borough News Magazine

Leslie Suhr wears many hats at Pennsylvania State Association of Boroughs, a non-profit group for elected and appointed local government officials. She serves as the director of public affairs, managing editor of Borough News and managing producer of Inside Pennsylvania Boroughs.

Before she arrived in 2013, Borough News struggled with advertising, readership, content, and deadlines. Thus, Suhr redesigned and restructured the magazine, focusing content on issues facing local governments, labor issues and technology, all of which resonated with the magazine's target audience. The niche magazine has increased subscriptions by 800 in just one year.

In her first year, Suhr oversaw the overhaul of the association's website, www.boroughs.org, enhancing online conference capabilities, the events calendar and more. She saved the organization thousands of dollars by moving member resources from print to the web. Website traffic has tripled in two years. In the past year, the average number of return visitors increased by 50 percent and the average person lingered on the website for 2.5 minutes, a 1-minute jump from two years earlier. Suhr also created a public affairs television program, "Inside Pennsylvania Boroughs," while simultaneously overseeing all of the association's marketing efforts. She dramatically transformed the association's digital communications, implementing a new system and growing the email list by 3,500 people.



Noelle Thorn Rinner

Senior Director of Partnerships
AtlanticLIVE, Atlantic Media

Noelle Thorn Rinner is the senior director of partnerships for Atlantic Media's AtlanticLIVE. She first joined The Atlantic in 2013 to launch CityLab, the summit focused on urban governance. It's now one of AtlanticLIVE's most successful flagship events. It was recognized as "Best Conference" at the 2014 and 2015 FAME Awards. Thorn Rinner was integral in bringing CityLab to London in its third year—AtlanticLIVE's first-ever international summit. She's already at work bringing CityLab overseas again in 2017.

In addition to CityLab, Thorn Rinner is tasked with The Atlantic's most complex events. She leads The Atlantic at the annual Aspen Ideas Festival, which includes managing underwriter and partner relations; staffing and logistics; and shepherding executive and editorial staff. Months ahead of the festival, she oversees a team that maintains relationships with more than 12 underwriters, and tailors private events and speaking opportunities to each client. Her quality customer service has resulted in a 75 percent average sponsor renewal rate.

Thorn Rinner also works collaboratively across the company to create new opportunities, such as The Atlantic's inaugural Inclusion event in 2016 and inaugural Pulse event in 2017.

FOLIO: TOP WOMEN IN MEDIA



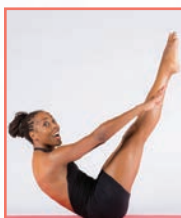
Julia Wang

Head of Digital Content
The Bump, XO Group, Inc.

As the head of digital content of XO Group, Inc.'s The Bump, Julia Wang sets editorial strategy and oversees premium content across apps, mobile web, newsletters and social media for the premium destination for first-time Millennial moms. Since joining The Bump in 2014, she has been part of the core leadership team that dramatically transformed The Bump into a mobile-first platform. Over her time at the company, The Bump's app has jumped from a 2.5- to 5-star rating.

Wang oversaw the relaunch of The Bump app in 2016. As The Bump's brand expert, Wang ensured that everything from the vibrant color scheme to logo to modern fonts embodied The Bump's core values. She also implemented a new content strategy based on data insights and collaboration with the product division. Content went from weekly to daily, making the app a destination of learning about pregnancy and larger parenting conversations. The result is a 35 percent year-over-year increase in monthly members and an 18 percent year-over-year jump in app sessions.

She also initiated a key partnership with BioDigital to create The Bump's first-to-market, interactive 3D fetal imagery in 2016. The effort to demystify fetal development was a hit, increasing member sessions by 46 percent in just three months.



Andrea Warmington

Creative Director
HOLA! USA Magazine

As creative director, Andrea Warmington leads the art department for Hello & Hola Media, Inc.'s new magazine HOLA! USA. The magazine launched in 2016 as a Latina-focused counterpart to the popular weekly ¡HOLA! Magazine, a Spanish title that's been published since 1944. Warmington managed to stay true to the original magazine while launching the monthly HOLA! USA for a much more heterogeneous market.

Warmington hired the magazine's art department while mocking up and creating the new publication, entirely setting its look, feel and tone—in a foreign language she doesn't speak, no less. HOLA! USA publishes in both English and Spanish, and as such, Warmington oversees the art direction for both versions. Under her watch, HOLA! USA successfully launched with its own unique visual voice and design. The first edition featured actress Eva Longoria and British celebrity Victoria Beckham on the cover with a black, white and red color scheme.

Warmington is a professional with extensive experience in creating branding solutions and advertising communications for major global clients, easily pivoting between print, digital and broadcast media. In the past, she's worked with Ogilvy Mather, Grey Group, and Viacom. At the latter, she notably spearheaded the creative direction for the rebranding of the Centric TV network. As a creative director at Grey Group, she directed advertising campaigns across mediums for high-profile brands such as CoverGirl, Clairol, Downy, Pantene and T.J. Maxx.



Marin Bright

Founder and CEO
Smart Meetings

Marin Bright is the founder and CEO of Bright Business Media, LLC as well as the publisher of its magazine Smart Meetings. In 2002, she noticed the need for meeting planners to have a knowledgeable liaison to connect them to hotels. She created the meeting industry's first lead-generation tool, the Smart Meetings Action Kit, and soon after launched the full-fledged B2B magazine. Under her leadership and editorial direction, Smart Meetings has grown to become No. 1 in market share for the past five years, reaching more than 80,000 meeting professionals each year.

She continues to innovate with new, multi-platform products and services, including print, digital, video, webinars, and live events. These include a series of one-on-one, monthly events that allow hotel ambassadors and meeting planners to connect face-to-face. More than \$400 million in group business has been generated as a result of the platform. Bright developed Smart Meetings 360, a free site-selecting tool that acts as one-stop destination for meeting planners. She also launched a new video resource, Smart Meetings TV, which features useful tips and comprehensive coverage of trade shows.

In addition, Bright has proven her dedication to breaking down barriers for women in the industry by launching the Smart Women in Meetings Awards and Smart Woman Summit in 2016.



Melinda Garvey

Founder
On The Dot and AW Media, Inc.

Shortly after arriving in Austin, Texas, Melinda Garvey saw the need for a local women's magazine. In 2002, she launched AW Media, Inc.'s Austin Woman, a monthly glossy magazine that has become the go-to publication for women in central Texas. It's recognized for its in-depth profiles of interesting women in Austin, and Garvey has grown its digital presence to engage women beyond the region.

In 2016, she launched On The Dot, a digital media start-up that features a thought-provoking topic, statistics on women in business, a profile and an inspirational quote every morning in both audio and text formats that can be digested in just four minutes. Her mission of advancing women and their businesses resonates with a global audience: On The Dot has readers and listeners in 41 states and 10 countries.

Garvey is not only a savvy businesswoman, but she is passionate about helping others succeed as well. She is frequently speaking at events, meeting with budding entrepreneurs and even advising her advertising clients on marketing. She has served on many non-profit boards, helped launch a teen magazine for the Girl Scouts and offers pro bono advertising to select Austin organizations. As such, she's received honors ranging from Greater Austin Chamber's "Community Advocate Award" in 2006 to "Enterprising Woman of the Year" from Enterprising Woman Magazine in 2015.

FOLIO: TOP WOMEN IN MEDIA



Mary Green

VP and General Manager
Dealernews

Mary Green is the vice president and general manager of Dealernews, the 51-year-old powersports magazine that its former publisher UBM shut down in December of 2015. Exactly one year later, the media brand re-launched under new owners and Green's leadership.

The new owners are powersports retailers, not professional publishers. As such, they needed a journalist with deep publishing experience and industry credentials to partner with them. They hired Green to spearhead the revival. She oversaw the complete rebuild of Dealernews.com while also planning editorial strategy and content. She recast Dealernews as a combination of public and premium media offering, with public pages of news about retailers and premium content available in an online portal with a special login, which includes a private forum that acts as an industry association.

Thanks to nearly a full year of advanced planning and coordination by Green, the re-launch was a success, with more than 13,000 of combined returnees and new premium signups. Nearly a dozen forums are already active on the premium portal, and Dealernews anticipates it will approach its former website traffic this year. Not only that, the company predicts website visitors will spend at least 20 percent more time on Dealernews.com than during its UBM days.



Summer Johnson

Founder
Upward Magazine

With a passion for the environment and global community-building, Summer Johnson founded Upward Magazine, an independent publication that focuses on unconventional, inspirational and family-friendly travel.

In less than two years, Upward has attracted nearly 1 million impressions online and expanded from a purely digital magazine to a quarterly print publication. The print product is distributed throughout New York as well as to subscribers around the world.

As the magazine's founder, Johnson built a team of seven writers and three designers on the editorial side as well as a marketing team. She hired staff from all over the globe with the intention of showcasing a variety of cultural perspectives, believing that travel and cross-cultural exchanges are key to a future of unity and acceptance.

Since the magazine is still small and indie, Johnson is active in all aspects of the publication. She both writes for the magazine and ensures the editorial department meets its deadlines and maintains its voice. Showing her multimedia prowess, Johnson has also produced several videos for the digital magazine. Through Upward's various online channels, she's also created a hub for a community of 11,000 like-minded travelers who regularly communicate with each other via social media.



Lisl Liang

President, CEO, Editor-in-Chief and Creative Director
SRQ Media

Lisl Liang is the president, CEO, editor-in-chief and creative director of SRQ Media, which publishes SRQ Magazine, a monthly magazine serving Sarasota and Bradenton, Florida. Seeing voids in the marketplace, Liang re-engineered SRQ Media to become a catalyst for its mantra of living and thriving locally. She has led her team to deconstruct the work it does for SRQ Magazine and look for ways to deepen engagement. This has included migrating print stories into the company's bimonthly SB2 Regional Breakfast Symposia, which tackles regional economic trends. Another example: the magazine's Women in Business Competition in 2014 inspired SRQ to expand its efforts to celebrate local women's achievements into multiple new programs that directly mentor young girls in the region. While most media companies focused on digital, Liang moved SRQ toward community programs and events, believing hyper-local media can have a real, tangible impact.

While Liang does plenty of work in the community, her entrepreneurial gifts are also evident in SRQ's innovative approach to advertising. Her program StoryProject saw SRQ create year-long partnerships with companies and as well as custom content aimed at incrementally expanding their exposure to a targeted audience. Instead of linking up with advertisers for a one-off sponsorship, StoryProject allowed SRQ to attract more organizations with its cross-platform approach that focuses on reader engagement while simultaneously building long-term revenue and partner loyalty.



Carol J. Ott

Publisher and Editor-in-Chief
Habitat Magazine

Carol J. Ott founded the independent publication Habitat Magazine in 1982 and remains its editor-in-chief and publisher. Habitat filled a niche during the era of co-op and condo conversions in New York City, providing useful information and guidance for new board directors. Ott got the idea when she became a co-op owner herself and wasn't able to find any helpful information about how to run things.

Habitat has managed to thrive with stable print revenue and immense digital growth as early adopters of video, podcasts, newsletters, apps and even an online university. At a time when publications are veering into custom content, Ott's editorial integrity has remained paramount. Ott knows her subscribers and caters to them with hyper-specific information they can't get at any other magazine. Key decisions over the years that put editorial first even when it meant losing advertisers kept up Habitat's credibility, and as such, readership has been intensely loyal.

When print advertising dollars began to stagnate, Ott recognized the need to expand digital advertising beyond display ads. But her advertising base wasn't well-versed in the digital world yet, so Ott needed to educate them before making a sale. Though more difficult, it also positioned Habitat as a leader in the market. Advertisers now support Habitat's podcasts, app, video and online education platform.

FOLIO: TOP WOMEN IN MEDIA



Lisa Sugar

Founder and President
POPSUGAR

After her blog attracted a whopping 1 million readers in one year, Lisa Sugar transformed it into POPSUGAR. As the founder and president, she oversees all written, video and social editorial content and ensures everything maintains its original positive voice that she began 10 years ago. Now, POPSUGAR is the No. 1 lifestyle media brand for young women, reaching one out of three Millennial women in the United States. It sits alongside roughly 40 of the top lifestyle publishers that reach more than 10 million unique monthly visitors.

POPSUGAR's mission is to inform and inspire young women. As such, Sugar has grown POPSUGAR from a celebrity-focused website into a media company that covers entertainment, fashion, fitness, beauty, parenting, careers and food. She has also made it a platform for world leaders to engage with today's young women: In 2016, Hillary Clinton and Michelle Obama chose POPSUGAR to publish open letters. That same year, POPSUGAR also partnered with ABC stations to provide a Millennial perspective during both United States presidential conventions. Sugar steers content away from user-generated viral trends and instead focuses on its editorial voice, which clearly resonates with readers. In her recently published book, *Power Your Happy: Work Hard, Play Nice & Build Your Dream Life*, she espouses her values, which are the same uber-positive ones that guide her company's business practices.



Windsor Hanger Western

Co-founder and President
Her Campus Media

Windsor Hanger Western is one of the co-founders of Her Campus Media. She helped launch the company in 2009, while still a full-time college student at Harvard University. Her idea was born out of the realization that there weren't many publications targeted to female college students, plus the fact that college women are a highly-coveted demographic for advertisers. Her Campus would become the No.1 new media brand for college women.

Hanger Western grew Her Campus Media from one small website to a multi-million-dollar college marketing firm, comprised of 30 employees and more than 9,000 contributors from 300 colleges and universities around the world. The company offers digital, on-campus, in-university, experiential and market research solutions to brands looking to break into the college market. Her clients include major brands such as TRESemme, Chipotle, IKEA, Coca-Cola, H&M, Macy's and Intel.

Part of Her Campus Media's success lies in its three signature experiential programs, all of which Hanger Western masterminded. She created Her Campus Tour, which expands the reach of advertisers in an interactive and organic fashion via buzz-worthy on-campus events. She launched Her Conference, a two-day, media-focused event in New York City filled with workshops and notable speakers such as Vanessa De Luca, editor-in-chief of ESSENCE, and Samantha Power, former United States ambassador to the United Nations. Dabbling into the fashion world, Hanger Western also created College Fashion Week featuring local students as the runway models.



Yuli Ziv

Founder and CEO
Style Coalition

Yuli Ziv is the founder and CEO of Style Coalition. She launched the agency back in 2008 by herself and, in turn, quickly became a pioneer of influencer marketing. Now, Style Coalition is a multi-million dollar company that works with top luxury, beauty and fashion brands such as L'Oreal, Chanel, Lincoln and Citizen Watches.

Style Coalition links brands with top social media influencers. Ziv has overseen and managed a variety of influencer-driven campaigns, which include branded content, video, display media, social activations and native advertising. Under her leadership, Style Coalition developed a first-to-market tool that provides brands with advanced social analytics, increasing its clout in a newly created market. The company's influencers cover fashion, luxury, beauty, home design, food, art, travel and men's lifestyle, and taken all together, it maintains a reach of more than 250 million followers via blogs, Instagram, Snapchat, YouTube, Pinterest, Twitter, and Facebook.

Prior to launching Style Coalition, Ziv was the creative director at 360i, where she worked on digital campaigns for clients such as NBC, Comedy Central and Saks Fifth Avenue. She has also authored two trade books: 2011's *Blogging Your Way to The Front Row*, an Amazon bestseller, and 2013's *Season of Change*.

EVERYBODY TALKS...

DON'T MISS A SINGLE TWEET, STORY,
UPDATE, OR POST FROM FOLIO:



[Facebook.com/foliomag](https://www.facebook.com/foliomag)



[@foliomag](https://twitter.com/foliomag)



[Tinyurl.com/linkedinmediapro](https://www.linkedin.com/company/foliomag)

FOLIO:
foliomag.com



Anna Bager

SVP and General Manager of Mobile and Video
Interactive Advertising Bureau

Anna Bager is the senior vice president of Interactive Advertising Bureau (IAB), the advertising business organization that develops industry standards. She leads the IAB Digital Video Marketing Center of Excellence and also serves as the general manager of the IAB Mobile Marketing Center of Excellence.

Mobile video ads are poised for rapid growth over the next five years, and Bager is pushing forward a mission to grow, streamline and improve the process of buying and selling video advertising. She convened leaders from blue chip advertising and technology companies at an inaugural IAB video-focused summit, exploring the economic, cultural, social, and political implications of television's evolution as well as guiding plans for its future. An industry visionary, Bager propelled IAB to create a comprehensive report exploring virtual reality's promise in digital advertising. Along the same lines, she led IAB's effort to host a virtual reality summit to discuss publishing, monetization, user experience, consumer research and guidance for buyers and sellers. Already, Bager has brought the industry a snapshot of this emerging field of virtual and augmented reality.

In the realm of mobile marketing, Bager recently led the release of "Mobile Location Data Guide for Publishers," which offers advice for using location data and tapping into geomarketing. This was the first time IAB had presented detailed geo-data recommendations for publishers.



Janet Bodnar

Editor
Kiplinger's Personal Finance

Janet Bodnar first joined Kiplinger's Personal Finance in 1979, working her way up to the role of editor in 2009. At the time, she was the only female editor at the major business or finance magazine.

As the driving force behind Kiplinger's, she manages to keep personal finance topics fresh and simultaneously oversees the magazine's annual college value ranking and Retirement Planning Guide. Bodnar has also been at the forefront of award-winning projects such as a financial guide for Millennials and a series on women and money. In 2016, she introduced a new healthy living section to expand the magazine's appeal, going far outside its typical comfort zone.

While writing and editing for the magazine, she became a nationally-recognized expert in the field of family and children's finances. She's appeared on Oprah, Today, Good Morning America and other national programs and is constantly in demand to moderate panels on financial topics. She has written several award-winning books, including Raising Money Smart Kids, a finalist in the Books for Better Life Awards. Last year, she launched "Money Smart Women," a regular column that focuses on financial concerns of women for Kiplinger's and a spin-off of her book Money Smart Women: Everything You Need to Know to Achieve a Lifetime of Financial Security. Bodnar wrote five books on children and money, which grew into a regular column for Kiplinger.com called "Money Smart Kids," which was syndicated by The New York Times.



Jordana Brondo

Managing Director of Revenue and Strategy
Salon Media Group

Jordana Brondo is Salon Media Group's first-ever managing director for revenue and strategy. She's held this role for under one year and has already worked to restructure the company's revenue streams and establish new partnerships with agencies. She is a strong sales person and programmatic expert with well over a decade of experience.

An early entrepreneur, Brondo has co-founded and launched multiple companies. The first was Keri Marie Designs, Inc., which she co-founded just a couple of years after graduating. She also co-founded and became the CEO of Indulge Enterprises, a marketing and events firm in the food and wine sphere. In 2010, she sensed an upcoming change in the way people shopped and

INDUSTRY LEADERSHIP

launched the San Francisco deals website Bergine. It was one of the first websites of its kind, demonstrating Brondo's keen knack for anticipating market shifts regarding consumer demand and technology. Bergine was so successful, it was eventually acquired by Gilt Groupe.

Predicting the market shift toward programmatic strategy, Brondo later moved toward the agency side as senior sales director for Axis and vice president of strategy for Radium One. This combination of sales knowhow and a track record of intuitive foresight drew Salon CEO Jordan Hoffner's attention. He predicts that under Brondo's direction, Salon will enter its most exciting growth phase in years.



Christina Caruso

Human Resources and Operations Manager
Time Out North America

Christina Caruso serves as the human resources and operations manager for Time Out North America. In her role, she oversees human resources and general business operations for more than 100 employees across the country. As such, she is one of few people at the company who is involved in every department in every city.

It's a challenge that Caruso has risen to, working to understand the unique details of every position to create the best possible workplace environment.

In the past two-and-a-half years, she's spearheaded the implementation of many company-wide initiatives. She launched an employee task force, which gathers members from all the offices to share concerns on a regular basis. It's helped spread information, spawn ideas and foster open communication. She also developed an annual company-wide summit in the interest of uniting teams and creating a feeling of cohesion in what might seem like a sprawling company. The summit brings together more than 100 people to the New York office for several days, and Caruso coordinates all the logistics, from booking presenters to organizing team-building events to scheduling open forums. Her new performance and development process ensures employees located in other countries still get regular feedback.

Prior to joining Time Out, Caruso worked in human resources for brands such as Hugo Boss and Tommy Hilfiger.



Marlys Fox

Founder
Fox Associates, Inc.

Marlys Fox is the president of Fox Associates, Inc. She's also the founder, launching the advertising and marketing firm back in 1968, when few women were in the business of sales. She is purportedly the first woman to start her own independent sales firm, and before that, she was the first female sales representative at Meredith Publishing. With Fox Associates, she leads a large team of representatives with offices in six cities across the country.

Fox Associates, Inc. continues to thrive many years later, even in an increasingly crowded and ever-changing field. Fox's primary strategy involves assisting publishing clients in developing targeted advertising plans across both print and digital media platforms. As the industry has changed, she has skillfully adapted. In addition to embracing digital, she's grown her company into one that handles trade, consumer, B2B, online and nontraditional media assets, both locally and internationally.

Despite her busy schedule, Fox also manages to maintain an active leadership role in the industry. Most notably, she is the only person to have served three separate terms as the president of the National Association of Publishers' Representatives. To this day, she serves as a board member.

FOLIO: TOP WOMEN IN MEDIA



Betsy Freese

Executive Editor
Meredith Agrimedia

Betsy Freese is the executive editor of Meredith Agrimedia, a division of the Meredith Corporation. In particular, she oversees the publications *Successful Farming* and *Living the Country Life*.

She started her journalism career as an intern for *Successful Farming* and was quickly brought on as a full-time staffer. After years reporting on production agriculture for the magazine, she became the founding editor of *Living the Country Life*, a quarterly publication that has since evolved into a multimedia brand under Freese's direction. In addition to setting the editorial mission, she helped launch *Living the Country Life* Radio, a network of more than 300 stations across the country, and grew the brand's social media footprint to more than 400,000 followers on Facebook. She maintained editorial continuity even as the brand changed ownership multiple times.

All the while, Freese continued to lead by example as a groundbreaking journalist. For more than 20 years, she's been the sole author of one of *Successful Farming's* regular exclusive features, "Pork Powerhouses," an annual list of the top 25 hog producers in the country. She has won several awards from the American Agricultural Editors Association, including the honor of "Master Writer" in 1993, "Writer of Merit" in 2005 and the "President's Award" for leadership and service in 2015.



Alanna Gombert

General Manager, IAB Tech Lab &
SVP Technology and Ad Operations, IAB

Alanna Gombert is the senior vice president of technology and ad operations of the Interactive Advertising Bureau as well as the general manager of IAB Tech Lab. In just 2016 alone, Gombert led Tech Lab to develop a number of scalable technical standards, a code library and test platforms so companies can evaluate their technology solutions against IAB standards.

Under Gombert's leadership, IAB Tech Lab released an ad blocking primer in 2016, outlining the types of communications and response tactics publishers might use to reach visitors who utilize ad blocking software. To support IAB's publisher members, the company held an invitation-only Ad Blocking and User Experience Summit that same year, with Gombert as a key speaker.

She also led her team to update IAB's in-app ad guidelines for the first time: Mobile Rich Media Ad Interface Definition 3.0. The revision goes into viewability, location and measurement, enhancing the mobile ad experience for consumers while also improving effectiveness for advertisers and publishers. Overall, Gombert has spearheaded many IAB Tech Lab programs that have helped advance the digital media landscape, ensuring industry standards are being adopted worldwide.

Even before joining IAB, Gombert was a leader in the media industry, holding strategic, analytic and sales positions at companies such as Omnicom Media Group, Condé Nast, Google, Yahoo! and AdMeld.



Nancy Lane

Senior Executive Producer
CBS News Digital

Nancy Lane is the senior executive producer of CBS News Digital, which includes CBSNews.com, CBS News social media and its new 24-hour streaming channel CBSN. In her role, she has helped lead CBS News to a record-breaking year, developing new content formats—including CBSN Originals, a new series of long-form reports—and editorial strategy surrounding 2016's major events.

It was a big year for news. Lane led comprehensive coverage of the historic presidential election, with on-the-ground reporting from both national party conventions that resulted in record viewership: 52 minutes per session on average. She drove editorial partnerships to offer viewers a way to engage further with stories, including one with Instagram for the presidential and vice

INDUSTRY LEADERSHIP

presidential debates that incorporated Instagram Stories in CBSN's live coverage. CBSN became the first network to feature Instagram Stories in such a fashion.

CBSN's coverage of the election made Q4 2016 the company's strongest quarter ever. Its total of 90.3 million streams was 50 percent over the third quarter and a whopping 173 percent over Q4 2015. CBSN grew by more than 200 percent in 2016 compared to 2015. And in 2016, CBSN was named "Best News & Information Channel" at the Webby Awards, the most prestigious awards in digital.



Janice Morris

Head of Lifestyle and Publishing Partnerships
Twitter Inc.

As the head of lifestyle and publishing partnerships for Twitter, Janice Morris is one-part creative consultant and one-part engagement expert. She specializes in launching strategic social initiatives for publishing companies within the Twitter universe.

Morris created the Twitter Food Council, which linked nearly 20 celebrity chefs with food media literati. It also doubled as a focus group of sorts, prime to test out product launches and provide feedback while simultaneously participating in revenue-generating content. When Twitter introduced Periscope, the live streaming video service, Morris ensured that many of its first users were top lifestyle personalities and brands, including Mario Batali and Cosmopolitan. She worked her magic again with Periscope 360, nabbing celebrity chef Alton Brown to showcase the new camera with a tour of his test kitchen.

Morris is also responsible for establishing Twitter's presence at live events via onsite activations. At the New York Wine and Food Festival, for example, she oversaw a space that drew talent for on-the-spot content creation and consumer interaction with hashtags, GIFs, Twitter stickers and more—the first of its kind for Twitter in the food realm.

Her innovative digital strategy stems from a solid foundation in journalism. Morris went from print newspapers to MTV Networks to, most recently, the editor-in-chief of Time Inc.'s People Digital.



Mary Scoviak

Executive Editor Boutique Design Magazine
Conference Director, HMG LLC

Mary Scoviak is the executive editor of Boutique Design magazine, a title published by ST Media Group. She also serves as the conference chair for the magazine's two trade fairs, Boutique Design in New York City and BDwest in Los Angeles. In this double role, she has been the driving force behind several new initiatives that have significantly raised the brand's profile in the industry and the interior design industry it covers.

With Scoviak at the helm, the two trade fairs have grown so much that they received spots on Trade Show Executive magazine's 50 fastest-growing list multiple consecutive years. The shows' growth—in square feet, number of exhibiting companies and attendance—mirrors the overall brand's growth. At the magazine, Scoviak pushed publication from six times per year to 10 times and doubled its submissions from 261 in 2013, the first year she oversaw it, to more than 500 in 2016. At the trade fairs, she created the ongoing Women Leaders panel, which discusses unique challenges women face in the field. Along similar lines, she has worked with the International Interior Design Association to address diversity issues within the hospitality industry.

Prior to joining ST Media Group, Scoviak worked as an editor at HOTELS and HOTELS' Investment Outlook magazines of the now-defunct Cahners Publishing.

FOLIO: TOP WOMEN IN MEDIA



Kate Ward

Editor-in-Chief
Bustle

Kate Ward is the editor-in-chief of Bustle, the website geared toward millennial women, as well as its parenting site Romper. Ward oversees more than 70 editors and 280 stories per day across the two outlets, as well as branded content, social media, video and special projects. In three years, she grew Bustle from its launch to a website drawing more than 50 million unique monthly visitors. She also dreamed up and launched its sister site Romper in 2015. At two months old, Romper was already reaching 2 million readers and now draws 8 million unique monthly visitors.

Under Ward's leadership, Bustle tripled its revenue in 2016, closing the year with \$30 million. The website also made big strides in video, reaching more than 100 million total video views and also launching its first documentary series, NSFWomen (Not Safe For Women). Engagement on social media improved as well, with Bustle and Romper achieving a combined 10 million followers across platforms.

Since joining Bustle, the industry has recognized Ward as a force. She was listed in Forbes' "30 Under 30," Business Insider's "Silicon Alley 100" and Business Insider's "Most Influential Women in NYC Tech." Before Bustle, she worked as the executive editor for Hollywood.com and the assistant news director for Entertainment Weekly.



Aretae Wyler

Chief Administrative Officer and General Counsel
Atlantic Media, Inc.

In four years, Aretae Wyler has moved from deputy general counsel to general counsel to, now, the chief administrative officer and general counsel at Atlantic Media, Inc. In this capacity, she oversees human resources, legal, real estate, facilities and special projects divisions. She has proven to be a pioneer in setting ethical and legal standards for media companies when it comes to live events and native advertising—an area where no such standards previously existed. She simultaneously has played a key role in helping Atlantic Media expand internationally. Now, Atlantic Media includes subsidiaries in the United Kingdom and Hong Kong as well as international editorial bureaus. It would not have been possible without Wyler's work.

In her time at the company, Wyler oversaw the growth of its legal department from a single general counsel to a full-service team of three full-time attorneys, a paralegal and a legal assistant. She also implemented the first legal internship program at Atlantic Media.

Her efforts extend far beyond Atlantic Media, though. Wyler was a featured speaker at the Women, Influence & Power in Law conference in 2015, demonstrating her desire to support fellow women. She has also supported the humanitarian efforts of locating, securing and releasing American journalists held hostage in the Middle East.



Bonnie Kintzer

President and CEO
Trusted Media Brands, Inc.

Bonnie Kintzer is the president and CEO of Trusted Media Brands Inc. With more than 20 years in the marketing and publishing industries, Kintzer was tasked with rebranding the 100-year-old publishing company Reader's Digest Association into Trusted Media Brands, Inc. She led the company as a "re-startup," converting the business into a digitally-driven, brand-driven and multi-platform company. She increased profitability, developing live events and innovative digital projects such as the Taste of Home Online Cooking School. Now, the brand reaches the largest number of consumers in its history, including one in three Millennials in the United States.

Trusted Media Brands serves 53.8 million consumers, a 55 percent rise in audience since Kintzer took over in 2014. The company has reached 63.2 million active social media users for all of its brands, including a 118 percent jump across its top three brands, Reader's Digest, Taste of Home, and Family Handyman. The company's mobile visitor rate has also increased by 103 percent.

Clearly, Kintzer is an astute and effective leader, but she's also a mentor to her staff. She makes the effort to provide her team with opportunities to voice their concerns and opinions regardless of their position in the company. When her staff was asked to describe her leadership style in four words, they replied, "inclusive, inspiring, hard-changing and successful."

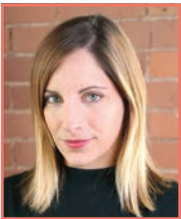


Bonnie McGeer

Executive Editor
American Banker Magazine, Source Media

In nominating Bonnie McGeer for this award, a former employee called her "the best editor I've ever worked with." McGeer didn't just help the first-time reporter become a better journalist, but she truly helped him succeed later in life. When the publication they were both working for folded, she didn't show concern for her own well-being, but for her staffer's future, working to land him a job at another publication the very next day. She even took the time to coach him for the interview.

Currently, McGeer is the executive editor of SourceMedia's American Banker, an award-winning monthly magazine. She oversees all of its editorial content, supervises a staff and maintains a reputation for helping others achieve their career goals. A tough editor, she pushes her writers to be better and lobbies for them whenever duty calls. As the highest-ranking woman on the American Banker staff, she has mentored young women to not only become better writers but also navigate the challenges of corporations that have a history of favoring men. She chairs the company's Most Powerful Women in Banking and Finance program, helping facilitate mentorships for women in the male-dominated field of banking. All the while, she oversees an award-winning monthly magazine.



Esther Rogers

Co-Head of IC/Publishing
Idea Couture, Inc.

As co-head of the Idea Couture publishing team (IC/Publishing) as well as the managing editor of MISC Magazine, Esther Rogers brings an infectious love of writing to both the pages and her staff. When she's overseeing the content for every Idea Couture book, article or client project, Rogers leads her junior editors as not just a boss but a mentor.

She is described as a confidant and role model for everyone on her team. One of her employees has learned "how to maintain a strong editorial voice and style" from Rogers as well as how to think more creatively and inject more personality into her writing. She tries to emulate Rogers' "even-tempered and friendly managerial style." While overseeing all things editorial at Idea Couture, Rogers also works independently on her own projects, therefore leading by example.

Rogers writes everything from entire books to blog posts to video scripts, a product of her background in theatre and scriptwriting. Colleagues go to her when they need something exciting and creative. For example, she worked on stories for the Idea Couture foresight team, including *The Future According to Women*, which involved collaborating with futurists and thought leaders to ensure her engaging stories still aligned with their visions for the future.



Holly Scott

Vice President, WiesnerMedia

Group Publisher, Mountain Living and Colorado Homes and Lifestyles Magazines

Holly Scott is vice president at WiesnerMedia as well as a publisher of its titles Colorado Homes & Lifestyles and Mountain Living. She's also a valued mentor with a passion for growing and motivating people.

In 2011, she developed a weekly sales training program called Sales University for both new and seasoned sales executives, focusing on basic sales techniques, integrated sales ideas and business-building tools. She continues to host Sales University at WiesnerMedia, consistently providing inspiration and encouragement from her own personal stories to more and more executives. She also recently hosted a women's retreat, building the confidence of young female professionals while discussing her secrets to creating work-life balance.

Her colleagues describe her as being remarkably kind and respectful, always supporting her staff no matter the task. "She manages to pull off the tricky balance of earning the respect of her team, giving them the tools to succeed, and making them laugh all at once," says Kate Meyers, editor-in-chief of Colorado Homes & Lifestyles. She's known for not only creating strong teams, but retaining them.

Scott has been loyal to the publishing industry for the past two decades, starting out as a writer and then a sales rep and then finding her calling as a manager.



Fara Warner

Global Content Director

Wall Street Journal Custom Studios

When Fara Warner joined Dow Jones' Wall Street Journal Custom Studios two years ago, the company was just beginning a new approach to producing branded content. Previously, business was on the decline. In just one year, Warner spearheaded the overhaul of all of the company's core processes: how to think about content, how to launch programs, how to interact with clients and so forth. Since Warner took over, WSJ Custom Studios has produced roughly 350 content programs and earned more than 70 awards for excellence.

One of those honors was the Cannes Lion for the Cocainenomics branded content series she developed to help promote the first season of *Narcos* on Netflix. Warner led the team in creating the vision and flew across the country several times to help close the deal. When her team was given only two months to execute the project, she led by example and dropped everything to ensure her team's success.

WSJ Custom Studios is a 45-person team within a 300-person sales and marketing organization, and Warner's influence is felt across the board. She encourages colleagues to pursue big ideas and teaches the younger members of her teams how to imbue the WSJ voice. She mentors young women across the company, not just those who work for her.



Eve Andrews

Associate Editor
Grist

Since joining non-profit news organization Grist in 2014, Eve Andrews has found clever ways to connect the website's focus on climate change with readers' everyday lives. In turn, she's become the voice for a new generation of environmentalists with media savvy.

She's written fresh stories linking the environment to women's health and manages to discuss serious topics with a fun voice. Just look to some of her headlines: "Watch me get an IUD—for the planet," "Who said it: Donald Trump or Jonathan Franzen?" and "What if you could understand climate models better by eating them?"

Andrews has co-produced, written scripts and starred in many of Grist's explainer videos—extremely popular and somewhat wonky videos that have been cited by the likes of Mother Jones and Glamour. One of them, "Watch us explain why your \$8 shirt is a huge problem," has hit more than 8 million views. Even though Andrews didn't have much video experience before Grist, she learned quickly and helped shape the voice and feel of these videos, including experiments in live action, animation and data visualization. In 2016, Grist was a finalist for the Folio: Eddies Digital Award in the association/non-profit visual storytelling category, and Andrews was a vital member of that team as the co-producer, writer and host.



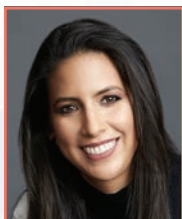
Haley Bischof

Group Marketing Director
Bonnier Corp.

Haley Bischof is the group marketing director for Bonnier Corp.'s Active Interest Network of more than 15 brands and events. Her team partners with Bonnier's sales department to create multi-channel programs for clients in the realm of fishing, water- and motor-sports. She has overseen multiple brand launches and acquisitions as well as led the strategy for Bonnier's growing events division, which saw double-digit growth in 2016. Clearly, she is a rising star in the industry, already boasting a weighty track record of success.

In the past 18 months, Bischof has grown her marketing team to 21 people—a 40 percent increase—in order to take on more opportunities and ensure customer service reaches the next level. She spearheaded the launch of the Bonnier Audience Acceleration program, which has seen several custom partnerships. And she's overseen the development of other innovative products and initiatives, including Bonnier Data Services, which utilizes data to push hyper-targeted programs with measurable results.

Lastly, she expanded her team to include a division focused on customer engagement, which provides post-sale support and program execution in addition to pre-sale support. All of her hard work and impressive leadership has resulted in her team winning two consecutive min Marketing "Team of the Year" awards.



Mariana Cornejo

Beauty Editor
HOLA! USA Magazine

Mariana Cornejo is the beauty editor for Hello & Hola Media, Inc.'s HOLA! USA magazine. She brings to the magazine impressive investigative journalism skills on top of a natural love of covering beauty topics. She attends events with clients and brands on an almost daily basis, scoping out the next best products for her readers while representing diversity in the marketplace.

HOLA! USA magazine aims to break down stereotypes that surround Latinas, and Cornejo's content delivers on that mission. At the same time, she is able to move seamlessly between English and Spanish for the magazine's two separate publications.

Cornejo graduated with a master's in journalism from Columbia University in 2015, joined hola.com as an intern and quickly rose the ranks. After living, studying and working in Peru, Hello & Hola Media became Cornejo's first corporate job in the United States. She earned the position of the website's lifestyle editor and, less than one year later, was promoted to beauty editor for the print product. With experience in both digital and print, she's able to curate content for both audiences with ease. Perhaps most remarkably, she has positioned herself as an expert in the beauty industry in a matter of months.



Meagan Crowley-Hsu

Deputy Editor

Practical Law the Journal—Litigation

Since Meagan Crowley-Hsu joined Thomson Reuters' Practical Law the Journal—Litigation roughly four years ago, the magazine has emerged as a staple in the industry for its coverage of complex legal issues, trends and law practice management. The journal boasts a circulation of approximately 95,000.

As deputy editor of the bimonthly publication, Crowley-Hsu is tasked with commissioning, editing and writing resources for litigators; supervising design and social media for every issue; analyzing data to better target potential subscribers; and coordinating with contributors, which include federal judges and in-house counsel. Her cultivation of relationships has led to partnership webinars, placements on important blogs and development of resources that would typically be beyond the magazine's in-house capabilities.

This is Crowley-Hsu's first media job, making her an obvious rising star in this industry. Before joining Practical Law, she was a senior associate in Reed Smith LLP's litigation department and, prior to that, a litigation associate at Debevoise & Plimpton LLP. She has received multiple Thomson Reuters awards for her commissioning, writing, editing and peer reviewing work at Practical Law. And she has actually already received a "Rising Star" honor, though it was in the legal field. Super Lawyers Magazine issued her the award for intellectual property litigation in 2013.



Alexandra Early

Editor

Time Out New York Kids

Alexandra Early is the editor of Time Out North America's Time Out New York Kids, both in print and online. She also collaborates with Time Out's sales and creative solutions teams to craft innovative branded content campaigns. This rising star's multi-platform skills makes her a utility player to boot.

As editor for the print product, Early manages concept creation, production, layout, budget, and editorial and freelance staff. She led a major design and editorial overhaul of the magazine in 2015, and her efforts have transformed Time Out New York Kids from a merely functional lifestyle publication to an exciting read full of voice and newfound creativity—so much so that the company opted to increase the number of issues per year from four to six in 2016.

Under her guidance, the Time Out New York Kids website has also seen unprecedented digital growth. The online property is now edging toward one million visits per month. She closed 2016 with the highest-trafficked month ever thanks to her mix of engaging features and SEO-friendly, of-the-moment blog posts. She has a clear knack for knowing what will perform well online.

Before joining Time Out, Early was the editor for Haute Living, Inc.'s HauteResidence.com and social media editor for Danosky & Associates.



Heidi Falter

Director of Communications
Chimes International, Ltd.

Heidi Falter is the first-ever director of communications for Chimes International, Ltd., the organization that supports services for children with intellectual developmental disabilities. Her work has soared beyond what Chimes ever imagined for the position: she publishes the Chimes Times; serves as an in-house photographer and graphic designer; is the Chimes.org webmaster; and manages all of the brand's social media accounts.

Chimes had a limited social media presence when Falter first took on the director role. She grew the brand's followers on Twitter by 25 percent and Facebook by 18 percent, while simultaneously boosting traffic on Chimes.org by 30 percent. She's in the process of leading a rebranding project—Chimes is 70 years old—and has already solicited proposals and selected consultants. She managed to accomplish this quickly and under budget.

In less than two years as the director of communications, Falter has already earned a reputation for going above and beyond her job description. One example: High turnover has long been a problem with disability workers at Chimes, and Falter offered to help out with recruitment when the company had trouble filling positions. She designed an engaging flyer, broadcast it on social media, and strategically targeted key audiences. Her efforts reached more than 30,000 people, resulting in 180 qualified people attending Chimes job fairs.



Virginia Gil

Editor
Time Out Miami

As editor of Time Out Miami, Virginia Gil was responsible for introducing the Time Out North America brand to a new Florida market. In roughly one year, she has already established Time Out Miami as a serious player in the local online media industry.

Gil commissions, edits and writes content geared toward Miami residents seeking out the best in local culture, food, art, music, film and more. She's steered the website to a record number of visits and strong growth on social media. Editorially, she is basically a one-woman operation, only coordinating with Time Out's editor-in-chief based in New York. In that sense, Time Out Miami is Gil's vision and execution, and its success is because of her talent.

In addition to digital offerings, Gil launched the first Time Out Miami print quarterly magazine in the fall 2016. The content—including a ranking of the city's best Cubanos and a story on the hottest up-and-coming neighborhoods—proved to be dynamic and creative, immediately making a splash in the local market.

Before joining Time Out, Gil was the editor-in-chief of Onboard Media, which publishes magazines for Princess Cruises and Carnival Cruise Lines. She also served as the Miami editor for lifestyle website DailyCandy and editorial director for DoYouRemember, Inc.



Cathrine Khom

Founder and Editor-in-Chief
Local Wolves Magazine

Cathrine Khom graduated from California State University, Long Beach with a degree in healthcare administration in 2016. Throughout her studies, she also founded and acted as editor-in-chief of her own monthly magazine, Local Wolves.

As editor, she manages a team of staff members and contributors spread across the United States, Canada, United Kingdom and elsewhere to produce an online and print magazine focused on art, music, entertainment, film, and culture. In addition to overseeing the content, layout and distribution of the magazine, Khom collaborates with brands and influencers to create unique

FOLIO: TOP WOMEN IN MEDIA

features and projects. Within four years, the online magazine has achieved 20 million impressions with 4,000 regular readers around the world. She's also built an impressive following across social media channels. The largest and most engaged is on Instagram, where Local Wolves has attracted a force of more than 40,000 people.

Digital publishing platform Issuu recognized Khom in the company's first-ever awards for Millennial publishers and selected Local Wolves as one of the six best millennial-produced publications out of a pool of 11 million. Along the same lines, Issuu.com has chosen Local Wolves to spotlight multiple times in the company's newsletter and website—a nod of respect to this young rising star.



Lindsey Koehler

Deputy Editor
5280 Magazine

Lindsey Koehler has grown from managing editor to features editor and, now, deputy editor for 5280 Publishing, Inc.'s 5280. In her current position, she manages personnel, creates feature lineups, ensures the budget is met and dictates overall editorial strategy. But her fingerprints all over the company, including its copy flow, production, invoicing, staff and print articles. In turn, the regional magazine boasted an average newsstand sell-through rate of 42 percent in 2016, a jump of 8 percent. It also grew its subscriber base by 3 percent.

But perhaps Koehler's greatest asset to the magazine is her written word. One of her first long-form pieces, "Undeclared," about a friend's encounter with a serial rapist, was a winning profile at the 2006 Maggie Awards. As an editor, she has led many 5280 pieces to receive recognitions.

She's also got a knack for pitching and writing packages. She co-wrote a feature package about living in high elevations, which was a finalist for a 2010 National Magazine Award in personal service. Last year, the City and Regional Magazine Association awarded her guide to fly-fishing as the best in the leisure/lifestyle category. And just this year, Koehler's package on the Great Sand Dunes National Park was named a finalist for a National Magazine Award.



Linette Lopez

Senior Finance Correspondent
Business Insider

After graduating from the Columbia Graduate School of Journalism in 2011, Linette Lopez immediately joined news website Business Insider. She quickly developed a reputation for distilling complex financial matters into stories that are not only easy to understand, but compelling to a new generation of readers. She's a talented journalist with a formidable rolodex, an expert often called to appear on national radio shows, and without a doubt, a rising star in the industry.

Finance is obviously a central part of Business Insider's identity, and as the website's financial reporter, Lopez's role is of vital importance to the company. Over the course of her time at Business Insider, Lopez has led her section's growth from 4 million page views per month to 13 million views per month. She also oversaw the expansion of the website's finance coverage to also include lifestyle, fashion and luxury subjects—a contributing factor to the company's increase in both audience and revenue.

Her voice is central to the finance pages, and the impact of her reporting can often be felt in real-time. For example, her reporting on certain companies has led to incisive moves in the stock market in the hours after her stories go live.



Maia McCann

Editor-in-Chief
LittleThings

Maia McCann is the editor-in-chief of lifestyle website LittleThings. She joined the company for its launch in 2014 and has been responsible for spearheading its editorial and social vision. She grew the website from no audience to more than 55 million unique monthly visitors and grew its social impact by more than 400 percent. She is already a leader in digital content, a rising star in the media world.

Under McCann's watch, the company created LittleThings Studios, a 20-person production video that has proved to make some of the web's most viral videos across editorial and branded content. LittleThings videos boast an average of 275 million views per month. When LittleThings' senior leadership decided to focus efforts on Facebook Live, McCann skillfully stepped into the role of executive producer. LittleThings now regularly posts Facebook Live food and talk shows for its 12 million fans, nabbing an average of 200,000 views per show.

As a manager, McCann grew her creative team to more than 50 writers, editors, designers, producers and social media professionals. In 2015, she led LittleThings to earn the distinction of NewsWhip's "Best Newcomer on Social Media" ahead of The Dodo and Mic.com.

McCann already had a talent for creating viral content before joining LittleThings. That was actually her job at Distractify, where she hatched a record-setting viral article with more than 8 million shares on social media.



Amanda Romano

Senior Account Manager
Bloomberg Media

As senior account manager for Bloomberg Media, Amanda Romano handles some of the company's most important accounts, including IBM, Samsung and Comcast. She's internally Bloomberg's most in-demand seller and, as such, she was named Bloomberg's 2016 Salesperson of the Year.

In 2016, Romano partnered with Microsoft on Bloomberg's biggest initiative of the year, the re-launch of its technology vertical. Working diligently across multiple time zones, Romano led the deal team to ensure all of the client's objectives were met. She also doubled the company's partnership with Comcast, utilizing a custom content campaign with four unique stories told across four platforms. Her attention to detail with IBM resulted in a spend increase of 34 percent.

Her list of accomplishments goes on: she formed Bloomberg's first partnership with Google; she brokered Bloomberg's first deal with Twitter Live; and she created new lines of business at a slew of different client companies. Her success stems from her collaborative team spirit, wealth of knowledge, and commitment to her work.

Before coming to Bloomberg in 2015, Romano already boasted a few years in media sales. She was most recently an account manager with Condé Nast's Wired and, prior to that, an advertising coordinator for Condé Nast's Vanity Fair.



Alyson Shontell

Editor-in-Chief
Business Insider

When Business Insider's co-founder Henry Blodget moved onto become the global editor-in-chief, Alyson Shontell was named the website's editor-in-chief at just 30 years old.

Shontell joined the company in 2008 as the startup's sixth employee. Though her passion was for news reporting, she started out in sales and proved herself to the editorial side by writing in her spare time.

She quickly rose the ranks, spending six years as a senior correspondent covering technology, then as a deputy editor overseeing the lifestyle, technology, science, and entertainment sections. She became executive editor of spin-off site Tech Insider—during her time there, traffic rose by 25 percent with 15 million monthly unique views. In 2016, she became editor-in-chief and drove Business Insider to its highest traffic numbers ever: 90 million unique visitors and 600 million page views per month.

A proven journalist, Shontell has had many exclusives over the years, such Twitter's acquisition of Periscope. Now, she's a rising star in managing newsrooms and building brands. Her team consistently delivers high-impact reporting, long-form features and interviews with notable names such as Hillary Clinton and LeBron James. All the while, she hosts Business Insider's industry conference, IGNITION, and appears regularly on the likes of ABC, Al Jazeera and MSNBC.



Sydney Simon

Senior Communications Manager
The Atlantic

In just two years, Sydney Simon has helped elevate the status of Atlantic Media's The Atlantic as senior communications manager and one-half of the company's two-person communications department. She's already considered a rising star at The Atlantic, having joined the company right out of college with its events division, AtlanticLIVE. For two years, she helped produce and program events. Seeing talent, the communications team snatched her up and taught her media relations on the job.

In her role, Simon publicizes the best reporting at TheAtlantic.com and CityLab.com and then manages the resulting press and interviews. In 2016, Atlantic journalists did more than 1,100 broadcast interviews. Her natural enthusiasm for journalism and keen news judgment serves her extremely well in pitching the right angles to bring more attention to The Atlantic.

Simon placed news that sales of The Atlantic were projected to grow 14 percent on newsstands as well as the story that The Atlantic was reprinting an issue to meet newsstand demand for the first time. The latter was covered by The Washington Post, Politico, and Folio:. At last year's Republican and Democratic national conventions, Simon raised the profile of The Atlantic's Politics & Policy team, booking more than 80 separate broadcast interviews.



Chin Wang

Creative Director of Digital and Print Media
ESPN

As the creative director for digital and print media at ESPN, Chin Wang is in charge of all content design for ESPN The Magazine and ESPN.com. Her fingerprints are all over the bold look and feel of the magazine as well as the website's brand design, special projects, long-form features, illustrations and data visualization.

With striking covers and innovative collaborations, Wang has grown into a rising star in visual journalism over the past five years.

Wang joined ESPN as the magazine's senior art director in 2012, getting promoted to creative director two years later. Under her leadership, the magazine has garnered dozens of awards from the Society of Publication Design as well as honors from Best American Infographics, Society of News Design, American Society of Magazine Editors and others. In 2014, Society of News Design named her "Sports Designer of the Year." Earlier this year, she was a key part of the team that won a National Magazine Award for General Excellence.

Never to rest on her laurels, Wang took charge of the design and layout of ESPN's mobile-first digital package on the National Anthem. The unique combination of text, photos, and video featured six separate parts that visually connected to specific lyrics.



Kate Wertheimer

Editor
Time Out Los Angeles

In the fall of 2016, Kate Wertheimer oversaw the successful launch of Time Out North America's expansion into the Los Angeles market. As editor of Time Out Los Angeles, Wertheimer is one part manager, one part journalist and one part brand ambassador. She has led her team to make Time Out Los Angeles the fastest-growing title in the company's portfolio, making her a force to be reckoned with and a rising star to closely watch.

Time Out set ambitious expectations for its Los Angeles expansion and Wertheimer surpassed them all. She launched the Time Out Los Angeles quarterly print magazine to great buzz and financial success. Meanwhile, her deft digital strategy across written content, social media and video has resulted in record-breaking traffic. In the global Time Out network, Wertheimer is already a role model.

As a brand ambassador, Wertheimer makes regular media appearances and speaks at Time Out events with ease. She successfully hosted the Time Out Los Angeles Bar Awards, which drew hundreds to the Ace Hotel Theater, as well as release parties for each Time Out Los Angeles printed issue.

Before spearheading Time Out Los Angeles, Wertheimer also served as an editor for Time Out San Francisco's website.

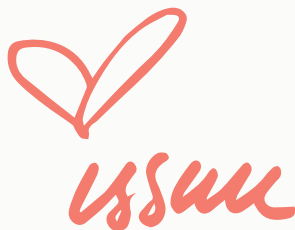
Local
Wolves

Upward
Magazine

CHAUVIN, LA | WALES | MEXICO



Congratulations to issuu publishers
Summer Johnson of Upward Magazine and
Cathrine Khom of Local Wolves Magazine
for being named to Folio:'s list of Top
Women in Media.



The world's largest digital publishing and discovery platform.

Join top women everywhere who whip their workflow into shape with issuu Collaborate.
It streamlines your entire magazine planning and production process by letting your team
manage everything from one place — regardless of where everyone is.

issuu.com/collaborate