

# Meredith Names Sabine Feldmann Publisher of More Magazine

NEW YORK, Dec. 16, 2011 /PRNewswire/ -- Meredith Corporation (NYSE: MDP, [www.meredith.com](http://www.meredith.com)) announced today that it has named Sabine Feldmann as Publisher of the *More* magazine brand franchise effective January 9, 2012.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Feldmann will be responsible for overseeing business and marketing development for the 1.3 million circulation brand. She will report to Tom Witschi, EVP, Meredith National Media Group, who oversees the Meredith Women's Lifestyle Group which includes *More*, *Fitness*, *Eating Well*, *Diabetic Living*, and *EveryDay with Rachael Ray*. Feldman replaces Christine Guilfoyle, who was named Publisher of Meredith's recently acquired *EveryDay with Rachael Ray* brand.

"Sabine is a proven leader who understands how to build and transform brands across multiple platforms and in the experiential marketplace," says Witschi. "Her knowledge of the women's lifestyle marketplace will enable us to continue to build on *More's* strong appeal among women of style and substance."

Most recently, Feldmann served as Vice President/Publisher of *Teen Vogue*. Her background also includes serving as Chief Brand Officer, Vice President and Publisher, *Shape* magazine. During her tenure at both *Teen Vogue* and *Shape*, Feldmann was responsible for developing a broad range of brand extensions including the creation and launch of *Teen Vogue Bedding* and *Shape Bride*, the industry's first media platform to debut simultaneously as a magazine, a website and an iPhone application.

Under her leadership, *Shape* held the #1 share of market position in the active lifestyle category for five consecutive years. Her experience also includes serving as the Associate Publisher of *Child* magazine, and Eastern Advertising Manager of *Cosmopolitan* magazine.

In 2008, Feldmann was named to *Folio* magazine's "Folio: 40" list of top innovators and influencers in the publishing industry. She is a member of the Young Presidents' Organization (YPO), and currently sits on the Board of Governors for the Cosmetic Executive Women (CEW).

Feldmann earned an MBA from The Wharton School of Business at the University of Pennsylvania and a Bachelor of Science degree from The Stern School of Business at NYU. She resides in New York City with her daughter and will be based in Meredith's new offices at 805 Third Avenue.

## **About More Magazine**

Launched in September 1998, critically acclaimed *More* is the only lifestyle publication that celebrates women of style and substance. *More* shares the latest on beauty, fashion, health, career, finance, travel and culture with a community of influential women interested in reinventing themselves and their world. The magazine is published 10 times a year by Meredith Corporation with a rate base of 1.3 million and readership of nearly 1.9 million with the highest income among all women's magazines. *More* was named 2006 Magazine of the Year by *Ad Age* and also landed on the publication's "A List" of Top 10 magazines in 2007, 2005 and 2003. *Adweek* named *More* to its 2009 "Hot List," *Capell's Circulation Report* honored *More* as one of the Top 10 Newsstand Performers in 2006, while *Media* named *More* the "Best Women's Lifestyle Magazine" of

2004. Visit [www.more.com](http://www.more.com).

### **About Meredith Corporation**

Meredith Corporation is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Ladies' Home Journal, Fitness, More, American Baby and EveryDay with Rachael Ray – along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, online, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners. Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, social, international, healthcare and database marketing.

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