

Crafts Industry Expert Linda Augsborg Named Editorial Content Chief For American Patchwork & Quilting Magazine And Meredith Crafts Group

DES MOINES, Iowa, June 9, 2014 /[PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the nation's leading media and marketing company serving 100 million American women, announced today that Linda Augsborg has been named Editorial Content Chief for *American Patchwork and Quilting* magazine and the Meredith Crafts Group, effective immediately.

Augsborg has extensive experience in the quilting and crafts industry, with emphasis in editorial, multi-media and retail. She has worked closely with digital and online teams to develop programs and social platforms for brands. Augsborg's background includes helping launch numerous publications and brands – including *McCall's Quilting and BeadStyle* and *Art Jewelry* – as well as multiple websites for crafts, sewing and quilting audiences during her career at Prime Publishing.



Augsborg experience also includes several editorial roles at Kalmbach Publishing from 2003-2010, where she served as Editor of *Make It Mine*. Prior to Kalmbach, she worked for Michaels Arts & Crafts Company as Editor of *Michaels Create!*

Augsborg is a graduate of Bradley University with a degree in Business Management. She is a former member of the Board of Directors of the Craft and Hobby Association.

"Linda brings a wealth of knowledge and experience in print, video and digital publishing that will be incredibly valuable as we further deepen our craft and quilting multi-channel brands with their passionate and engaged audiences," said Tom Davis, VP/Group Publisher, *WOOD/APQ/Crafts Group*, who also noted that Augsborg is an avid quilter.

Meredith Corporation (www.meredith.com) 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*, *Allrecipes*, *Fitness*, *More*, *American Baby*, *Every Day with Rachael Ray* and *FamilyFun* – along with fourteen local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, digital, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

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