

# Lauren Iannotti Named Editor-in-Chief of Rachael Ray Every Day Magazine

NEW YORK, Sept. 29, 2017 /[PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP) ([www.meredith.com](#)), the nation's leading media and marketing company serving more than 110 million unduplicated American women and three out of four U.S. Millennial women, today announced that it has promoted Lauren Iannotti to Editor-in-Chief/Content Director of *Rachael Ray Every Day* magazine.

In her new role, Iannotti will expand her responsibilities to manage editorial content and design of the magazine, published 10 times a year with a rate base of 1.7 million, as well as the [www.rachaelraymag.com](#) website. Most recently, Iannotti served as the Executive Editor of *Rachael Ray Every Day* magazine. She will report directly to Carey Witmer, EVP and Group Publisher of the Meredith Food Group.

Prior to Meredith, Iannotti served as Executive Editor of *Brides* at Conde Nast, overseeing content and maintaining quality in the magazine and on digital, licensing, and marketing fronts. Her experience spans nearly 20 years editing features at *Esquire*, *Marie Claire*, *O, The Oprah Magazine*, and *Glamour*.

"Lauren's experience in the women's category fits perfectly with the lifestyle orientation of the *Rachael Ray Every Day* brand," says Carey Witmer, EVP and Group Publisher of the Meredith Food Group. "Moreover, Lauren's digital and video experience will be very valuable given Rachael Ray's 360 approach to her fans."

Iannotti earned a Master of Arts degree in Journalism from Syracuse University's S.I. Newhouse School of Public Communications and a Bachelor of Arts degree in English Language and Literature/Letters from Colby College. She currently resides in Bronxville, NY with her family and she will continue to be based in Meredith's Manhattan office.

## **ABOUT RACHAEL RAY EVERY DAY**

*Rachael Ray Every Day* is a multiplatform, award-winning magazine published ten times a year, with a rate base of 1.7 million. Launched in 2005, *Rachael Ray Every Day* embodies Rachael's can-do spirit and relax-the-rules attitude. It serves up delicious recipes, home and décor advice, travel tips, beauty and fashion trends, and shopping tricks that save its audience time and money. The brand is funny and relatable, messy and *real* and, just like Rachael, it's all about finding adventure in the every day and moving fun to the top of the to-do list!

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](#)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 110 million unduplicated women every month, including nearly 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes & Gardens, Allrecipes, Parents, SHAPE and The Magnolia Journal. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-

winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Benjamin Moore, Allergan, TGIFriday's and WebMD.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

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