

# Liz Vaccariello Named Editor-In-Chief Of Meredith Parents Network

NEW YORK, Nov. 17, 2016 /PRNewswire/ -- Meredith Corporation (**NYSE:MDP**) ([www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving more than 100 million unduplicated American women and three out of four U.S. Millennial women, today announced that Liz Vaccariello has been named Editor-in-Chief of the Meredith Parents Network.

In her new role, Vaccariello will serve as the editor-in-chief for the Meredith Parents Network stable of leading titles, including *Parents*, *Fit Pregnancy and Baby*, *Family Fun*, *Parents Latina*, and *Ser Padres* as well as Meredith's Hispanic beauty and women's lifestyle title, *Siempre Mujer*.

"Liz has an outstanding track record with many of the industry's leading brands," said Jon Werther, Meredith National Media Group President. "We are confident that her leadership of content creation for our Meredith Parents Network titles will continue to enhance the already strong leadership position that they enjoy today."

Vaccariello comes to Meredith from Trusted Media Brands, Inc., where she served as Chief Content Officer for *Reader's Digest* since 2011. During this period, she led a print and digital refresh of the brand to appeal to a new generation which resulted in several years of increased newsstand sales, and a jump in unique visitors on the digital site by over forty percent. Her background also includes serving as Editor-in-Chief of *Rachael Ray Every Day*, Editor-in-Chief of *Prevention*; Executive Editor of *Fitness*; and Editor-in-Chief of *Cleveland Magazine* over an impressive 25-year career.

Vaccariello regularly appears on national broadcast media including such outlets as *The Today Show*, *CBS This Morning*, *Good Morning America*, and *Dr. Oz*. In addition, she is the author of nine *New York Times* best-selling books, including *Flat Belly Diet!* and *21-Day Tummy*.

She has received numerous awards and honors over her distinguished career and is a frequent speaker at major summits presented by the MPA, Folio, MIN, and Digiday among others.

"This is an incredibly rich opportunity to help shape a powerhouse portfolio of brands that serve and inspire the growing, coveted audiences of Millennial and Latina women. I am thrilled to return to Meredith," said Vaccariello.

Vaccariello, who is the parent of twin daughters, earned BA in Communications with Distinction from the University of Michigan. She will be based in Meredith's New York offices on Third Avenue.

Vaccariello will begin her new assignment effective November 28. She replaces Dana Points, who is leaving to pursue a new endeavor.

**Photos are available upon request.**

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, magazines, and digital – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches more than 100 million unduplicated women every month, including nearly 75 percent of four American 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 and Gardens*, *Parents*, *SHAPE* and *Allrecipes*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S.; and Meredith Xcelerated Marketing, an award-winning, strategic and creative agency that provides fully integrated marketing solutions for

many of the world's top brands.

Meredith's Local Media Group includes 17 owned or operated 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 approximately 700 hours of local news and entertainment content each week.

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

SOURCE Meredith Corporation

For further information: Patrick Taylor, 212/551-6984, [Patrick.Taylor@meredith.com](mailto:Patrick.Taylor@meredith.com)

---

<https://dotdashmeredith.mediaroom.com/2016-11-17-Liz-Vaccariello-Named-Editor-In-Chief-Of-Meredith-Parents-Network>