

# Meredith Names Bruce Gersh President Of People And Entertainment Weekly

## Current Entertainment Group General Manager Expands Role and Will Now Direct All Operations

NEW YORK, March 8, 2018 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) today named Bruce Gersh EVP/President of the *People*, *Entertainment Weekly* and *People en Español* brands, effective immediately.

Gersh currently serves as SVP, Strategy & Brand Business Development, and General Manager of *People*, *Entertainment Weekly* and *People en Español*. In his new role, Gersh will have full operational oversight of these brands, including print, digital and video content; sales and marketing; and brand business development. Gersh will also oversee Meredith National Media Group television production. Gersh will report directly to Meredith President and CEO Tom Harty.

"We are extremely pleased to have someone with Bruce's talent and extensive experience in the entertainment industry leading these powerhouse brands," said Harty. "*People* was a key driver behind Meredith's acquisition of Time Inc., and we are delighted that Bruce has accepted this opportunity to build on its strong base and position the *People* brand for further growth. He is a highly effective leader and team builder with an established reputation as a strategic thinker, business innovator and dealmaker, and is very familiar with these brands."

"It is an honor to oversee the most respected and trusted brands in entertainment. The powerful connection *People*, *Entertainment Weekly* and *People en Español* have with their audiences is reinforced by their reach of more than 100 million consumers every month," said Gersh. "I look forward to working with Tom, and collaborating with the talented Meredith teams to further expand these leading entertainment brands."

An Emmy-award-winning media executive, Gersh joined Time Inc. in January 2016 to oversee business development for *People* and *Entertainment Weekly*. In July 2016 he was named Senior Vice President, Strategy and Brand Business Development, leading business development efforts across all Time Inc. US brands and Brand Licensing, and identifying and developing new extensions, revenue streams, and strategic partnerships, including the launch of and oversight of OTT Networks, PeopleTV, and SI TV. In November 2016, Gersh added GM of the entertainment group to his existing role, which included *People*, *Entertainment Weekly*, *People en Español*, and *Essence*.

Gersh has an extensive entertainment business background, including Executive Vice President and Head of Digital, Strategy and Branded Entertainment at ITV Studios America; Managing Director, Global Head of Media and Entertainment at Allison + Partners; and Senior Vice President, Strategy and Operations, and Intellectual Property at the William Morris Agency.

Also, Gersh spent eight years at the Disney-ABC Television Group, including Senior Vice President, Business Development, where he was responsible for all traditional and digital media business development opportunities across ABC Daytime, ABC Primetime, ABC Studios, ABC News, Soapnet and ABC Family.

Gersh began his career at Arthur Andersen. He graduated from California State University – Northridge with a degree in business administration, accounting theory and practice. He resides in Los Angeles with his wife and three children.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for more than 115 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 nearly 200 million unduplicated American consumers every month, including 85 percent of U.S. Millennial women. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

### **ABOUT PEOPLE**

*People* revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 40 years later, the *People* brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing more than 100 million consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of *People's* editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience. ComScore ranks the People/Entertainment Weekly Digital Network No. 1 in the entertainment news category. And now, the PeopleTV app offers a free, advertiser-supported OTT streaming video service. *People* is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit People.com and follow @people on Twitter and Instagram, @peoplemag on Facebook, and the *People* channel on YouTube and on Snapchat's Discover.

### **ABOUT ENTERTAINMENT WEEKLY**

*Entertainment Weekly* is your all-access pass to Hollywood's most creative minds and most fascinating stars. The magazine, launched in 1990, is America's leading consumer publication in the entertainment category, with a guaranteed circulation rate base of 1.5 million and a combined audience of 27 million loyal, engaged fans. Each day, [EW.com](http://EW.com) publishes a myriad of featured stories, news articles, TV-recaps, original videos, film reviews and photo galleries. The People/Entertainment Weekly Digital Network continues to rank as the #1 site in its competitive set with close to 100 million monthly unique visitors. *Entertainment Weekly* is the first to know about the best in entertainment. With sharp insight, unparalleled access and a trusted voice, EW keeps readers plugged into pop culture. This is where the buzz begins.

### **ABOUT PEOPLE EN ESPAÑOL**

*People en Español* was launched in 1996 as a special issue and today has become the top-selling Hispanic magazine in the United States. Published 11 times a year, *People en Español* reaches an audience of 7 million every month with its editorial mix of Hispanic and popular entertainment, fashion and beauty trends and compelling human interest stories. *People en Español* delivers original editorial content that captures the values, contributions and impact of today's Hispanics in the United States. The brand's social media footprint includes 1,400,000 followers on Twitter, over 4,300,000 "Likes" on Facebook and 1,800,000 followers on Instagram. For daily news, photos, exclusive behind-the-scenes video and celebrity scoops, visit [www.peopleenespanol.com](http://www.peopleenespanol.com) and follow *People en Español* on Twitter at @peopleenespanol.

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