

Meredith Corporation Names Mary Margaret Editor In Chief Of Entertainment Weekly

LOS ANGELES, March 10, 2021 /PRNewswire/ -- [Meredith Corporation](#) (NYSE: MDP) today named Mary Margaret Editor in Chief of Entertainment Weekly. She begins her new position on April 12th and will report to Dan Wakeford, Editor in Chief, PEOPLE and Editorial Director, Entertainment.

"Mary has the perfect combination of entertainment insider expertise, business acumen, multi-media knowledge and creativity to continue EW's legacy as the leading authority in entertainment," said Doug Olson, President, Meredith Magazines & GM, National Media Group.

"Mary has an impeccable track record for shaping the editorial direction and content strategy for some great brands, and that makes her the ideal choice to lead one of Meredith's most high-profile magazines and help consumers distinguish what is worth their time in the entertainment world," said Wakeford.

Entertainment Weekly is one of the most trusted brands in the entertainment industry, reaching an audience of more than 29 million passionate consumers across all platforms. In a deluxe magazine, collectible editions, up-to-the-minute digital coverage, and an expanding array of video, audio, and event experiences, Entertainment Weekly brings people behind the scenes with brilliant writing, unparalleled access and stunning photography and design.

"As the brand's first female EIC, as an Asian woman, and as someone who has enjoyed a career in both media and tech, it's important to me that we represent the richness and variety of storytelling, from the storytellers and the stories to the different mediums we experience those stories through," said Margaret. "In this unprecedented time, we've all been thankful for those moments of delight--a show, a song, a book, a movie--that helped us connect, dream, have a laugh or have a good cry. From the start, Entertainment Weekly has celebrated the content and creators responsible for those magic moments and I can't wait to work with its amazing staff to expand that legacy across existing and new platforms."

Margaret has held a variety of leadership roles at established publishing, media and technology brands. Most recently, she served as Senior Director of Product Marketing, leading a global team responsible for the storytelling and go-to-market strategy of new and existing products at HubSpot, a customer relationship management (CRM) platform for scaling businesses. Prior to that, she led the product content strategy teams for Facebook's entertainment products and was the first Editorial Director at Roku, Inc.

Margaret started her journalism career at Newsweek's London bureau, covering topics that ranged from politics and terrorism to graphic novels and luxury travel, before focusing on entertainment in senior roles at PARADE and PEOPLE. At PEOPLE, she oversaw the brand's music coverage and front of the book, ran a cross-platform team, and helped launch projects at the nexus of commerce and content including the "Ones to Watch" franchise, PEOPLE's ecommerce shop, and PEOPLE and Entertainment Weekly's branded content studio.

About Entertainment Weekly


Entertainment Weekly (EW) (www.ew.com) is your all-access pass to Hollywood's most creative minds and most fascinating stars. The magazine was launched in 1990 and 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 almost 28 million loyal, engaged fans. Each day, EW.com publishes a myriad of featured stories, news articles, TV-recaps, original videos, film reviews and photo galleries. EW 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 MEREDITH CORPORATION'S NATIONAL MEDIA GROUP

Engaging 95 percent of American women across every stage and every day of their lives, Meredith Corporation's National Media Group is home to 40+ iconic brands, including PEOPLE, Better Homes & Gardens, Allrecipes, Southern Living, REAL SIMPLE and Magnolia Journal. The company provides trusted content and experiences that resonate with a massive, highly receptive audience, reaching consumers where they are across digital, magazines, social platforms, video, audio and connected home assistants. Meredith's powerful brands have enabled the company to become the No. 2 licensor globally, including more than 3,500 SKUs of branded products at [Walmart](#). Meredith's businesses also include leading affinity marketer [Synapse](#), award-winning creative content studio [Foundry](#) and the Meredith Data Studio, whose proprietary first-party data and insights are leveraged for National Media Group offerings.

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