Catherine Levene Named New President of Meredith's National Media Group

Magazine publisher Meredith has appointed Catherine Levene as its new president, replacing Jon Werther who left the corporation in 2019.

In her new role, Levene will oversee all National Media Group activities from Meredith Magazines to Meredith Consumer Product, and report to CEO Tom Harty, who describes Levene as "relentless in pursuing the best experiences" for both consumers and advertisers.

Levene has a strong history with the company. Under her leadership as chief digital officer, Meredith launched a first-party data studio, optimized content performance and expanded digital advertising revenues. In addition, the National Media Group saw a 38% increase in total advertising revenue, published 30% more videos and introduced new multi-platform brands. Levene is also proud of the company's diversity and inclusion efforts and is a sponsor of :BLACKPRINT, Meredith's Black employee resource group.

"I am excited for the future of the National Media Group under her leadership, and I am proud and thrilled to see Catherine make history as Meredith's first female corporate officer," Harty said in a statement.

Levene has spent her entire career in the media industry, working for companies like The New York Times and Daily Candy before moving to the Meredith Corporation in January 2019. As Meredith's National Media Group's president, Levene is focused

on maintaining the company's history of serving American women of all ages. The media group reaches nearly 95% of U.S. women through brands like PEOPLE, Better Homes & Gardens and Allrecipes.

Levene also noted the company's ability to overcome challenges of the pandemic, adapting a print guarantee program to advertisers in April.

"I am extremely proud of what our Digital team has accomplished," she said in a statement. "Together, we have powered through the Covid-19 pandemic to find more innovative ways to meet the demands of consumers and advertisers alike across our business. These examples prove Meredith's commitment to serving women at every stage of their lives by creating the information and experiences they have grown to know and trust from our brands."

"I am grateful to work for a company committed to becoming a more diverse and inclusive employer and ultimately to serving our audiences and customers in an even more rich and impactful way," she added.

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Emmy is an Adweek contributor who is completing her journalism degree at The College of New Jersey with minors in Spanish and broadcast journalism.

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