

seventeen

Company Fact Sheet

FOUNDED

September 1944 by newspaper publisher, Walter Annenberg.

MISSION STATEMENT

To address the needs of adolescents as a social group.

CORPORATE PROFILE

Seventeen Magazine is a leading American magazine for teenagers and young adults. Features covered include the latest fashions, celebrity gossip and beauty editorials. Seventeen Magazine was first published in 1944 in the United States and today has international editions published in Indonesia, Singapore, India, Thailand, South Africa, Malaysia, Brazil, Philippines, and more. Seventeen Magazine also offers magazine subscriptions to customers all over the world.

ANNUAL REVENUE: 49.9 Million

TOTAL CIRCULATION: 2,025,299

TOTAL ISSUES SOLD ANNUALLY: 20 Million

HEADQUARTERS: New York, New York

EMPLOYEES: 250

PUBLISHER: Hearst Corporation

PRODUCTS/SERVICES

- A monthly teenage girl directed magazine publication.
- Book publisher for teens regarding areas addressing such topics as beauty, style, college, health, and fitness.

HISTORICAL EVENTS

- Sylvia Plath submitted forty-five pieces to *Seventeen* before her first short story, "And Summer Will Not Come Again", was published in the August 1950 issue.
- In 2010, writer Jamie Keiles conducted The Seventeen Magazine Project, a social experiment in which she followed the advice of *Seventeen* Magazine for 30 days.
- In the early 1980's, Whitney Houston appeared in *Seventeen* and became one of the first black women to grace the cover of the magazine.
- In 2012, in response to reader protests against the magazine's altering of *Seventeen* Magazine model photos, the magazine pledged not to Photoshop model photos published in the magazine.

AWARDS

- 2012 SADD Outstanding Contribution Award for Excellence in Citizenship

POSITION IN INDUSTRY

- Teen Leader in teen magazines and larger than most women titles magazines.
- Top 4% against all 525 ABC measured magazine titles in single copy sales
- Top 5% against all 525 ABC measured magazine titles in paid circulation.

PAST INVOLVEMENT

- A sponsor of America's Next Top Model from season 7-14.
- Partnered with ABC Family for Delete Digital Drama Campaign against cyber bullying

- Launched the Body Peace Treaty helping girls embrace themselves and let go of self-hate

LEADERSHIP

Seventeen Magazine Editorial

Ann Shoket Editor-in-Chief

Bethany Heitman Executive Editor

Jessica Musumeci Creative Director

Sally T. Abbey Executive Managing Editor

Gina Kelly Fashion Director

Yesenia Almonte Beauty Director

Carissa Rosenberg Tozzi Entertainment Director

Jordan Barnes Photo Director

Mike Reddy Design Director

Alison Sheffer Jurado Managing Editor

Caitlin Moscatello Deputy Editor

Seventeen.com

Betsy Fast Site Director

Kelli Acciaro, Maura Kutner Web Editors

Hayley Saltzman Social Editor

Emily Laurence Associate Web Editor

Macey Hall, Kara McGrath Assistant Editors

Fashion

Marissa Rosenblum Senior Market Editor

Annebet Duval Senior Fashion Editor

Jasmine Snow Accessories Editor

Aeyung Kim Assistant

Beauty

Tomoko Takeda Canel Senior Beauty Editor

Amanda Elser Assistant

Features

Ashley Mateo News Editor

Kaitlin Menza Lifestyle Editor

Devin Tomb Associate Editor

Bernadette Anat Assistant to the Editor-in-Chief

Art

Wendy Robison Deputy Art Director

Miranda Sheppard Associate Art Director

J. Sydnie Goodwin Assistant

Julie Soltz Interactive Editions Designer

Photography

Guillermo Perez Bookings Editor

Antonella D'Agostino Photo Editor

Anna Karadimas Assistant

Imaging

Leo R. Celestino Digital Imaging Specialist

Copy/Research

Marisa Carroll Copy Chief

FOR MORE INFORMATION contact Seventeen Magazine at (212) 649- 3100 or visit us online at Seventeen.com.