

## FOR IMMEDIATE RELEASE:

### CONDÉ NAST NAMES AOL EXECUTIVE JIM NORTON TO NEWLY CREATED ROLE OF CHIEF BUSINESS OFFICER AND PRESIDENT OF REVENUE, CONDÉ NAST

NEW YORK – October 10, 2016 – Condé Nast named AOL veteran executive Jim Norton to the newly created position of chief business officer and president of revenue at Condé Nast. In this role, Norton will oversee all revenue operations for the company's 22 world class brands. Norton comes to Condé Nast from AOL, where he led global media sales for the past seven years. Based in New York, the appointment takes effect on October 17 and Norton will report to Condé Nast president and CEO Bob Sauerberg.

"By organizing the company's numerous revenue operations under Jim, Condé Nast will be well positioned to quickly respond to the dynamic marketplace and our clients' needs," said Sauerberg. "Jim brings a great understanding of the complexities of running a massive sales enterprise and the importance of data-led sales products to maximize our effectiveness. His digital and video media expertise, vast relationships with top global advertisers and commitment to business innovation, will be instrumental in our continued transformation into a next generation multi-media company."

Most recently, Condé Nast's audience growth in August 2016 more than doubled the industry average, and the company currently leads every major publisher in the industry for year-over-year growth. Attracting the most upscale and youngest consumers among its competitive set, the company's premium portfolio reaches an audience of 158 million across social platforms, 90 million in digital, 48 million in print and more than 11 million in digital video. The strength and scale of this audience has extended Condé Nast's lead in advertising market share for the desirable fashion and retail categories. \*\*

"I am excited to work with the creative, award-winning talent at Condé Nast and to harness the power of their brands for clients," said Norton. "Condé Nast is second-to-none with its unique combination of premium brands, upscale audiences, rich data and branded content solutions. In every audience segment – food, fashion, beauty, design, culture, entertainment, technology and news, among others – Condé Nast is a category leader, and the potential to craft innovative, cross-portfolio marketing partnerships is limitless."

Condé Nast's award-winning branded content studio - *23 Stories* - has developed and produced numerous high-profile campaigns for a wide range of clients including Cadillac, Jaguar, Gucci, Chanel, Microsoft and American Express. Additionally, Condé Nast has significantly expanded its suite of ad and data products with the recent introduction of Condé Nast Spire. The new and innovative data offering identifies, targets and optimizes correlations between consumers' content consumption and their purchase activity, and gives Condé Nast a deeper understanding of overall consumer behavior and attitudes from inspiration through purchase. Norton will be charged with maximizing these proprietary assets to effectively drive meaningful commercial returns for Condé Nast's marketing partners and clients.

Norton has more than 25 years of experience in media sales and marketing. In his most recent role at AOL, he managed the global media sales team responsible for selling digital content media to advertising agencies and global businesses, with a team of more than 1500. Norton's sales and client service expertise spans programmatic and platform based media, as well as branded content and premium ad experiences – including native, customized content, original video and innovative ad formats.

He was part of the acquisition and integration teams responsible for the partnership with Microsoft Advertising, as well as the sale of AOL to Verizon, and the recently announced intention to acquire Yahoo. Since joining AOL in 2009, Norton held additional senior roles in product sales, managed AOL's search and sponsored listings business, and AOL's search and sponsored listings business, and helped launch AOL's Global Agency Holding Company team.

Norton currently serves as the vice chairman of the Interactive Advertising Bureau (IAB), and will matriculate to chairman in 2017. He is chairman emeritus of the American Advertising Federation (AAF), serves on the Board of Directors for Ad Council and is a former member of the Board of Directors for the Boston Ad Club.

Prior to AOL, Norton spent three years at Google, where he was the national sales manager for Google's Agency Activation Team. Previously, Norton spent many years working in traditional media focused on both local and national advertisers. He worked as a sales manager at WLVI-TV and at Boston's Tribune Broadcasting station and was active on the Tribune leadership team, playing an integral role in the local launch of The CW. Norton also held various sales and marketing positions at Miller Brewing Company and Kiss 108FM in Boston.

A graduate of Boston College where he holds both a BA and MBA, Norton resides with his wife and three sons in Cohasset, Mass.

\*\*Source GfK MRI Spring 2016, comScore Multi-Platform August 2016, MPA 360 Report Q2 2016

**About Condé Nast:**

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *GQ Style*, *The New Yorker*, *Condé Nast Traveler*, *Allure*, *Architectural Digest*, *Bon Appétit*, *Epicurious*, *Wired*, *W*, *Golf Digest*, *Golf World*, *Teen Vogue*, *Ars Technica*, *The Scene*, *Pitchfork* and *Backchannel*. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit [condenast.com](http://condenast.com) and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

**Media Contact:**

Cameron Blanchard, EVP Corporate Communications  
[cameron\\_blanchard@condenast.com](mailto:cameron_blanchard@condenast.com)  
212-286-5208

Joe Libonati, VP Corporate Communications  
[joe\\_libonati@condenast.com](mailto:joe_libonati@condenast.com)  
212-286-4916