

**GREG SCHUMANN**  
**VICE PRESIDENT, GROUP PUBLISHER**  
**THE PARENTING GROUP**

Greg Schumann was named Vice President and Group Publisher of Bonnier Corp.'s Parenting Group in October 2007. He leads all strategic business initiatives, corporate planning, sales, and marketing efforts for the Parenting, Babytalk and Conceive media brands.

Under Schumann's leadership, The Parenting Group has significantly evolved its media portfolio to better serve the needs of a new generation of moms – and the advertisers trying to reach them. In January 2009, he led the successful introduction of an innovative new print model for *Parenting* by separating the magazine into two targeted editions based on the age of readers' children – a first in the parenting category. In October 2009, The Parenting Group expanded its reach even further with the acquisition of Conceive, the leading multimedia resource for women trying to get pregnant.

In addition to *Parenting* Early Years, *Parenting* School Years, *Babytalk* and *Conceive* magazines, Schumann also oversees all business, sales and marketing operations for the Parenting.com web site, for which he has tripled ad sales revenue in less than two years; MomConnection®, a nationally-representative online research network; and The Parenting Group's custom content unit. He had previously been Vice President, Publishing Director of The Parenting Group.

Schumann joined The Parenting Group in 2003 as *Babytalk* publisher, where he produced tremendous growth in ad pages for the title – by the end of 2004, *Babytalk* had set a new sales record, carrying more ad pages than ever before in the magazine's 70-year history. In 2005, *Babytalk* was the fastest-growing title in the parenting category for that year.

Prior to The Parenting Group, Schumann spent four years at *Teen People*, where he started as midwest advertising manager and rose to eastern advertising director. Before joining Time Inc.,

he had been vice president and group publisher at Hoyt Publishing Company, a Skokie, Illinois-based trade organization that produces magazines, conferences and trade shows.

Schumann serves on the Operating Committee for the Magazine Publishers of America (MPA) and is a member of the National Parent Teacher Association (PTA) advisory board. He is also actively involved in the Juvenile Products Manufacturers Association (JPMA), where he served on the organization's Board of Directors from 2006 to 2008. A graduate of Michigan State University, Schumann lives with his wife and two daughters in Fairfield, CT.