

Publisher and Editor



David Mevorah, Publisher of Wondertime, has been hard at work gearing up for the launch of this ground-breaking new magazine. As publisher, he is responsible for developing and implementing sales and marketing strategies to grow advertising revenue for the magazine, and is a key player in the magazine's branding and launch campaign. Mevorah has joined **Wondertime** from Gruner & Jahr's (G&J) *Child* magazine, where he served as publisher.

Mevorah has more than 20 years of industry experience, including several years in the parenting and family category. Having joined G&J in 2000 as advertising director, he was instrumental in orchestrating *Child's*

2001 re-launch. Prior to *Child*, Mevorah served as national advertising director for Primedia's *American Baby* Group's *Healthy Kids* magazine and *American Baby* and *Healthy Kids* TV programs, and as vice president, Corporate Sales, for MarketSource Corporation. He has also held sales positions at publications including *Omni* and *Golf Illustrated*, as well as media planning posts at Scali, McCabe, Sloves, Inc. and Benton & Bowles USA. Mevorah holds a Bachelor of Business Administration in Marketing from George Washington University.

In addition to his professional expertise in the family market, Mevorah is personally well-versed in the joys family life as the proud father of triplets, Jeffrey, Jennifer and Alexandra, with his wife, Cindy.



Lisa Stieppock, Editor of Wondertime, has held senior editorial positions within Disney Publishing for more than a decade. She was director of creative development for *FamilyFun* magazine, where she had also served as travel editor. As creative director she managed special projects, from magazine start-ups, such as **Wondertime**, to book series to single-issue newsstand publications. As executive editor and then as editor of *Disney Magazine* when it launched with Disney Publishing in 1996, Lisa directed the magazine's content and design, overseeing its move onto newsstands and a growth in circulation from 300,000 to 750,000.

She holds a B.A. in Philosophy and Political Science from Marquette University and an M.S. from the Medill School of Journalism at Northwestern University. She has also worked as a restaurateur, innkeeper, and bartender (!). Lisa lives in Williamsburg, Massachusetts, with her husband, Alan MacKay, their daughter, Alcy, 4, and their two dogs and two cats.