



Gannett Names Judy Vogel Vice President of Research

September 16, 2013

MCLEAN, Va., Sept. 16, 2013 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) today named Judy Vogel vice president of research. At Gannett, Vogel will be responsible for leading corporate research through the design and execution of primary and secondary research addressing advertising sales, digital, editorial and brand strategy. Vogel comes to Gannett from Media Storm, LLC, where she was managing director of insights and analytics. She will be based in New York and report to Maryam Banikarim, senior vice president and chief marketing officer at Gannett.

"We are excited Judy is joining us and bringing her proven track record and extensive research experience to Gannett," said Banikarim. "Her insight into consumers and media trends will be instrumental as we innovate and grow our businesses, as well as those of our clients."

"I am very excited to join a forward-looking company like Gannett. Consumer interaction with media is constantly evolving and understanding these trends, and what they mean for media brands, is key for growth," said Vogel.

At Media Storm, Vogel led all research efforts for clients including design, development and analysis of both primary and secondary media and marketing research. Prior to Media Storm, Vogel was senior vice president and director of research for PHD USA, where she also oversaw all research efforts including the design of measurement solutions for clients, new business efforts and agency white papers and points-of-view. Vogel has also held research positions with OMD USA, BBDO and Ketchum Advertising.

Vogel holds a Bachelor of Arts in Communications from the University of Pittsburgh. She is a member of the Council for Research Excellence.

About Gannett

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people – and the companies who want to reach them – with their interests and communities. For more information, visit www.gannett.com.

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