



Contact: Michael DeLuca, President  
E-mail: [Mldeluca@meistermedia.com](mailto:Mldeluca@meistermedia.com)

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Meister Media Worldwide Appoints New Content, eMedia Leads

*Two new appointments to Meister Media Worldwide management group*

(September 5, 2012) Meister Media Worldwide announces two appointments in its management group to lead the company's continued growth in cross-platform content and digital media.

Jim Sulecki, a Meister veteran, transitions to the newly created position of Corporate Content Director, leading the company's editors and graphic designers; integrating print, digital and events content; and improving content overall across Meister's branded and custom platforms.

"Jim brings a long career as a journalist to this new leadership position, having worked on content development in virtually every market that Meister Media serves," said Michael DeLuca, President, Meister Media Worldwide. "Along with his market knowledge, Jim has a deep passion for the written word. The experiences and talents gained through his tenure as Managing Director of Meister's CropLife and Cotton Groups, and most recently as the company's eMedia Director, have prepared Jim well for this new role."

Charlie Craine succeeds Sulecki as Meister's Director of eMedia, bringing an extensive background in digital media development and growth in both magazines and newspapers. Craine's previous experience includes Future US, where he developed the company's Guitar World and Revolver web properties while overseeing website development, ecommerce and mobile app development. Previously he was general manager of the Deseret News' digital division in Salt Lake City, UT.

"Charlie has a proven track record of emedia development and knows how to leverage content to accelerate online traffic," DeLuca said. "He brings the expertise to make our Meister brands even more vibrant and ubiquitous online as our agricultural and horticultural audiences continue to seek out information through email, web and mobile platforms."

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**About Meister Media Worldwide:** Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant

protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at [www.meistermedia.com](http://www.meistermedia.com).