

# CONDÉ NAST

**FOR IMMEDIATE RELEASE:**

## **SCOTT DADICH NAMED EDITOR IN CHIEF OF *WIRED***

New York, NY, November 16, 2012 — Scott Dadich has been named editor in chief of *Wired*, it was announced today by Condé Nast editorial director Tom Wallace. This appointment marks a homecoming for Dadich, who served as *Wired*'s creative director from 2006 to 2010. He replaces outgoing editor in chief Chris Anderson.

Dadich most recently served as vice president, editorial platforms and design since 2010. In this role, he oversaw the creative efforts to bring Condé Nast's storied brand portfolio to emerging digital channels.

"Scott has been at the forefront of the company's digital innovation for the past three years, developing the design for a digital magazine that has become an industry standard. His return to *Wired*, where he served as creative director and won three National Magazine Awards for Design, will ensure that it continues its pace-setting growth," Wallace said.

While Dadich was creative director at *Wired*, the magazine received three consecutive National Magazine Awards for Design. He is the only creative director ever to win both the National Magazine Award for Design and the Society of Publication Designers Magazine of the Year Award for three consecutive years (2008–2010).

Prior to *Wired*, he was the creative director of *Texas Monthly*, which was nominated for 14 National Magazine Awards during his tenure and won for General Excellence in 2003.

"I'm excited to return to *Wired*, which has had such a tremendous impact on my life and my career," Dadich said. "I'm honored to have the chance to build on the legacy of innovation that Louis and Jane started some 20 years ago. And I am grateful to my friend and colleague Chris and the incredible *Wired* staff. I look forward to finding new opportunities to delight and surprise the *Wired* community, both with the stories we tell and in the ways in which we tell them."

### About *Wired*

*Wired* is the first word on how ideas and innovation are changing the world. Each month in the magazine and every day online, our editors deliver a glimpse into the future of business, culture, innovation and science. *Adweek* named *Wired* to its 2011 Hot List and made *Wired* its first-ever "Magazine of the Decade" in 2010. It was named to *Advertising Age*'s A-List in 2010; received three National Magazine Awards for general excellence in 2005, 2007 and 2009; and was nominated for a National Magazine Award for Magazine of the Year in 2011. *Wired.com* was named 2009's Best Magazine Website by *Adweek*; Best News, Business & Finance Website in 2009 by MPA Digital; and was a 2011 National Magazine Award for Digital Media "General Excellence" finalist. *Wired* and *Wired.com* reach more than 17 million readers each month.

### About Condé Nast

Condé Nast is home to some of the world's most celebrated media brands. In the United States, Condé Nast publishes 18 consumer magazines, four business-to-business publications, 27 websites and more than 50 apps for mobile and tablet devices, all of which define excellence in their categories. The company also owns Fairchild Fashion Media (FFM), whose portfolio of

brands serves as the leading source of news and analysis for the global fashion community. Condé Nast has won more National Magazine Awards over the past 10 years than all of its competitors combined. For more information, visit [condenast.com](http://condenast.com) or follow us on Twitter @CondeNastCorp.

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