

FOR IMMEDIATE RELEASE

## *Premier Guitar* Names Jon Levy as Publisher

Industry veteran takes on expanded role with  
*Premier Guitar* and *Guitar Squid* media brands

Marion, Iowa – January 12, 2012 – Premier Media Holdings, home of [Premier Guitar](#) and [Guitar Squid](#), has named Jon Levy as Publisher of both multimedia networks.



Jon Levy named as publisher of *Premier Guitar*.

In his new role, Levy will direct and manage the *Premier Guitar* and *Guitar Squid* multimedia platforms, both of which serve a steadily growing range of readers and advertisers. Levy's responsibilities will include overseeing sales, editorial and marketing staffs; maintaining high standards for content and service; and helping to develop new products and initiatives for the guitar community. Based in Los Angeles, Levy will report to Premier Media Holdings President Patti Sprague.

An industry veteran with two decades of experience in communications and marketing—including stints as a writer, media buyer and advertising representative—Levy joined *Premier Guitar*'s management team in 2008. He came to *PG* after most recently serving as Ad Director Southwest for NewBay Media's *Guitar Player*, *Bass Player*, *EQ* and *Keyboard* magazines.

Commenting on his new position, Levy said: "Like a lot of other guitarists and bassists, I'm always looking for information and videos that'll help me improve my sound and have more fun. That's why so many players have such a strong, gut-level appreciation for *Premier Guitar* and *Guitar Squid*. In just a few years, *Premier Guitar* has built a deeply engaged and rapidly growing worldwide audience by offering authoritative, in-depth content on its print, online and mobile platforms. I'm grateful to be part of that team effort, and I'm eager to contribute more to the growth of *PG* and *Guitar Squid* as we build upon our track record. This media network is run by players who are hyperfocused on developing new ways to inform and inspire guitarists. And we do that by giving them the type of content they want—and by giving it to them on the wide range of platforms they've integrated into their daily lives. By being responsive to our audience, we can offer the most benefits to the entire guitar community and the MI industry."

Peter Sprague, Chairman of Premier Media Holdings and one of its founders, commented on Levy's appointment: "Jon, by virtue of his diverse skill set and his broad functional experience, is very well suited to serve both readers and advertisers as our company continues to grow. Ever since Jon and our managing director, Gary Ciocci, joined *Premier Guitar* following their tenures at *Guitar Player*, we've seen *Premier Guitar* grow its integrated audience by 201% to its present size of 1,033,954, according to [Harvey Research](#). Our unique multimedia approach is clearly resonating with players and marketers, and as Jon takes on his new role I look forward to *Premier Guitar* and *Guitar Squid* expanding their reach and impact through continual innovation in an increasingly digital, consumer-empowered world."

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