

Nina B. Link
President and Chief Executive Officer
Magazine Publisher of America

Nina B. Link joined Magazine Publishers of America (MPA) as president and chief executive officer in



November 1999. Applying her depth of knowledge and experience in the consumer magazine industry, she has reinvigorated the organization through highly strategic initiatives in four areas – government affairs, advertising, circulation and promotion & professional development.

Under her direction, MPA has gained visibility for consumer magazines in Washington through industry events as well as aggressive lobbying around postal, circulation marketing and advertising issues. MPA has played a leadership role in fighting proposed postal rate increases and in providing support for the formation of the President's Commission on the Postal Service. In the circulation area, the MPA is working to help stabilize the volatility at retail and to provide subscription best practices through committee involvement and research. The MPA website www.magazine.org has become one of the most popular resources for media professionals. The annual MPA Job Fair, begun in 2000 has become a yearly event that attracts the best and brightest to the magazine industry. In addition, a host of new proprietary studies and ad campaigns have found new ways to communicate the tremendous effectiveness of magazines. And there has been an expanding roster of professional development seminars and events.

Prior to joining MPA, Ms. Link served as group president, Publishing and Interactive for Sesame Workshop, formerly Children's Television Workshop (CTW), where she was responsible for the magazine publishing, book publishing, database, interactive software, and school divisions. In her role at CTW, Ms. Link oversaw editorial, advertising, circulation, marketing and financial activities for the magazine and school divisions, while managing the product development and licensing relationships for the software and book divisions. In addition, Ms. Link was responsible for the launch of the CTW Web site in September 1998.

Prior to her tenure at Sesame Workshop, Ms. Link headed her own consulting firm, The Link Group, Inc. She designed and developed multimedia educational and training programs for the business sector, as well as for educational, governmental and non-profit institutions.

Early in her career, Ms. Link served as an educational systems analyst for the Xerox Corporation's Education Division. She began her career at WCBS-TV.

Ms. Link currently serves on the Boards of the Ad Council, Advisors for the New York University's Center for Publishing, the International Federation of Periodical Press (FIPP) and the New York Society of Association Executives. Ms. Link had been a member of the Executive Committee of the MPA Board and served as chair of the MPA's Government Affairs Committee. She also served as a director of the Audit Bureau of Circulations (ABC) from 1996 to 1999.

Ms. Link is the recipient of two National Magazine Awards. A native of New York City, she resides in Manhattan.