



The Arena Group Deepens Investment in Advertising Data Infrastructure, Hires New VP to Lead Strategy

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Stephanie Mazzamaro will serve as VP, Data Strategy and Operations, Advertising, Partnerships & Revenue

NEW YORK--(BUSINESS WIRE)--Oct. 26, 2022-- [The Arena Group](#), (NYSE American: AREN) (the “Company” or “The Arena Group”) a tech-powered media company home to more than 240 brands, including Sports Illustrated, TheStreet, Inc. (“TheStreet”), Parade Media (“Parade”), and HubPages, Inc. operating on a single technology platform, today announced further investment in its data infrastructure for advertising partners to optimize audience reach. As the first step in this process, the company hired Stephanie Mazzamaro, who will serve as VP, Data Strategy and Operations, Advertising, Partnerships, and Revenue.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20221026005020/en/>



Stephanie Mazzamaro will serve as VP, Data Strategy and Operations, Advertising, Partnerships & Revenue (Photo: Business Wire)

services, and insights, while also future-proofing our business.”

“I’m excited to have this incredible opportunity to lead The Arena Group’s major data initiatives,” said Stephanie. “Between the movements across identity and the coming demise of the third-party cookie, this is a time of unprecedented change in advertising. I am looking forward to continuing the company’s already stellar partnerships with our advertising affiliates — and I hope to build and maintain close relationships with the qualified consumers they are looking for.”

The Arena Group recently reported a strong second-quarter earnings report, including a record 87% revenue growth, driven largely by advertising and third-party revenue generation. With an 82% year-over-year rise in monthly average pageviews compared to 2021, the company is positioned strongly in front of its targeted customer groups, driving increased digital advertising revenue.

For more information on The Arena Group, visit thearenagroup.net.

About The Arena Group

The Arena Group creates robust digital destinations that delight consumers with powerful journalism and news about the things they love – their favorite sports teams, advice on investing, the inside scoop on personal finance, and the latest on lifestyle essentials. With powerful technology, editorial expertise, data management, and marketing savvy, the transformative company enables brands like Sports Illustrated, TheStreet and Parade to deliver highly relevant content and experiences that consumers love. To learn more, visit www.thearenagroup.net.

Mazzamaro joins The Arena Group after four years at Trusted Media Brands where she served as VP, Data Product & Operations. She helped the media brand transition from third-party cookies by conducting a data management platform change, amplifying their capabilities, completing a taxonomy overhaul, targeting video and display to a contextually relevant suite of content, and diversifying their portfolio. Prior to her time at Trusted Media Brands, Mazzamaro was Senior Director, Data Solutions and Programmatic Revenue at Univision and spent six years at Forbes in various roles in data and analytics.

“We are committed to helping our advertising partners leverage the right mix of content, context, audience, and performance attributes to reach qualified consumers in the most effective way possible,” said Jeremy Fass, SVP, Digital Ad Revenue at The Arena Group. “We are excited to welcome Stephanie, an industry veteran with a proven track record of success, to lead the data strategy effort across our properties. Her hiring is the first step in a series of significant investments to continue our growth with new products,

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Investor Relations

Rob Fink

FNK IR

Aren@fnkir.com

646.809.4048

Media

Rachael Fink

Manager, Public Relations, The Arena Group

Rachael.fink@thearenagroup.net

Andrew Rhodes

DKC

arena@dkcnews.com

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