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USA WEEKEND Magazine Announces Two New Hires in Advertising Sales Management

New York, New York – USA WEEKEND Magazine announced today that Alan Beer has joined the national sales team in New York as consumer direct manager, and Michael Hurwitz has joined the Los Angeles advertising office as western advertising sales director.

For the past five years Beer was successful in running his own direct marketing media planning and buying company. Prior to that, he worked for Franklin Mint, a division of Roll International, as vice president of worldwide media. He also has previous ad agency experience from Wunderman, Ricotta & Kline in New York.

Hurwitz returns to USA WEEKEND after an eight-year hiatus, during which he worked at Captivate Network, another Gannett company, as the regional vice president for the western division and prior to that, as executive director at JCDecaux, an international communications company. He was also the owner of electricfood.com, an e-commerce gourmet grocery corporation.

“Both Alan’s and Michael’s extensive sales backgrounds and industry knowledge will greatly benefit the magazine and our clients,” said Rob Harrison, senior vice president of advertising at USA WEEKEND. “We are thrilled to have Michael back and welcome him and Alan as executives in our organization. We look forward to their contributions to USA WEEKEND’s growth as the ad page leader in the newspaper magazine field.”

Beer has a B.S. in marketing from Miami University in Ohio, and Hurwitz is a Phi Beta Kappa graduate of the University of Iowa.

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USA WEEKEND Magazine is a national weekly magazine distributed through more than 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, food and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com, provides enhanced content and interactive magazine features. USA WEEKEND is a Gannett Co., Inc., publication.

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