

BDG Names Kate Auletta Editor in Chief of Scary Mommy
Former HuffPost Editor to Spearhead Relaunch of the Parenting Publication

November 3, 2021 - NEW YORK: BDG today announced the hire of Kate Auletta as Editor in Chief of parenting publication, [Scary Mommy](#), effective November 15. Auletta joins Scary Mommy from HuffPost, where she most recently served as the Senior Editor for Culture & Parenting. While there, she also oversaw the Voices department, and launched HuffPost's Travel vertical.

In her new role, Auletta will lead Scary Mommy's editorial vision and content creation across all platforms. Among her first projects, Auletta will spearhead Scary Mommy's redesign and further establish the brand's voice and mission. She will report to Emma Rosenblum, BDG's Chief Content Officer, Lifestyle & Parenting.

"Kate's considerable experience in publishing—in the parenting space and beyond—made her a natural fit to lead Scary Mommy," said Rosenblum. "Scary Mommy's audience is passionate about our content on every platform, engaging with our coverage of all aspects of motherhood, from the hilarious to the heartfelt. I can't wait to see how Kate will bring her vision for the brand to life."

"I'm ecstatic to be joining the great team at Scary Mommy and BDG. As a parent, I'm an avid follower and fan of Scary Mommy for its brutal honesty and pithy humor; as an editor I've long been in awe of Scary Mommy's breadth of coverage and extensive reach. I'm so excited to get to help shape what the future of the brand looks like across its platforms and story-telling avenues. I can't wait to hit the ground running in November."

Scary Mommy has experienced continued traffic growth and reaches over 6 million readers monthly. Additionally, Scary Mommy has built a social following of more than 20 million across all platforms, making it the largest parenting brand on social media.

Scary Mommy joined BDG through the acquisition of Some Spider Studios in August 2021, and sits within the Company's Parenting Portfolio which also includes [Romper](#), [Fatherly](#), and [The Dad](#). BDG is now home to the largest parent-focused media portfolio in the world and provides the industry with a powerful platform to reach tens of millions of parents everyday.

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