

MEREDITH CORPORATION LAUNCHES MAGAZINE GROUP BRAND AND ADVERTISING CAMPAIGN

"We Inspire. She Makes it Happen" -- Theme Focuses on Decision Making Influence and Impact of Meredith's 70 Million Female Readers

NEW YORK (May 16, 2005) - Meredith Corporation (NYSE: MDP) today unveiled a new branding and advertising campaign for its Magazine Group. The campaign is designed to showcase its leadership and influence in reaching more than 70 million women readers through its popular magazines such as Better Homes and Gardens, Ladies' Home Journal, More, Traditional Home, Country Home, American Baby, Midwest Living and its line of branded special interest publications.

The campaign features the theme "We Inspire. She Makes it Happen," reflecting Meredith's unique ability to reach women with "inspirational, relevant information and ideas to help them in their roles as the key decision makers in their homes, for their families, and in their personal and professional lives," says Jack Griffin, President, Meredith Publishing Group.

"Each of our magazines has a tremendous bond with its readers," says Griffin. "They rely on these titles to provide them with editorial that is focused on what's important to them. Women trust Meredith to deliver information in a way that is inspiring, useful and authentic."

The series of nine print advertisements will appear initially in trade publications such as Advertising Age, Mediaweek, Adweek, Brandweek and MIM, among others. The campaign will be launched initially on May 16, with a second wave later this summer and fall. The campaign is the first corporate trade initiative for the Meredith Magazine Group in nearly a decade and is the culmination of an extensive research and branding effort.

The campaign was created by the Sullivan Group, a leading brand marketing agency. According to Sullivan's Jill Montaigne the advertising and branding effort reflects that the "Meredith woman is a confident, self-directed, decision-driver for herself and her family. She owns the traits of today's most successful leaders and this campaign demonstrates the special interaction and connection Meredith has with these influential women."

In addition to the print campaign, Meredith will be featuring the advertisements -- which each contain a unique connection to a particular Meredith magazine -- in online venues and as part of a series of promotional events at key advertising industry forums and programs.

About Meredith Corporation

Meredith (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group, the country's foremost home and family authority, features 18 magazine brands including Better Homes and Gardens, Ladies' Home Journal and American Baby and approximately 150 special interest publications. Meredith owns or operates 14 television stations including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 75 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 26 web sites and strategic alliances with leading Internet destinations.

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