

MEREDITH'S MIDWEST LIVING NAMES ROBERT LEIBOWITZ NEW YORK ADVERTISING MANAGER

NEW YORK (July 20, 2005) - Midwest Living, published by Meredith Corporation (NYSE: MDP), announced today that it has promoted Robert Leibowitz to New York Advertising Manager. He will report to Lisa Monago, advertising director, Midwest Living.

"Robert is well-prepared to lead the New York sales team to continued success," commented Gross. "Over the past year, he has grown premier accounts, including Kraft, and broken new business leading to Midwest Living's blockbuster May 2005 issue. I'm excited to work with him toward many more record-breaking issues in the future."

Leibowitz joined Midwest Living in August 2004 as an Account Manager with more than 20 years experience in advertising sales. He has also held sales positions at Meredith's Ladies' Home Journal and Better Homes and Gardens. Prior to Meredith, Leibowitz worked at AOL Time Warner's Field & Stream and Outdoor Life, where he was responsible for non-endemic advertising growth within the Southeastern region. He also worked at Parents and Money magazines.

Leibowitz holds a bachelor's in communications from Brooklyn College.

About Midwest Living

Midwest Living (www.midwestliving.com), published by Meredith Corporation (NYSE: MDP), is a regional publication that celebrates the richness of life in the Midwest. Founded in 1987, the magazine is dedicated to providing its readers a wealth of region-specific information and inspiration, focusing on travel and events, food and dining, and home and garden, as well as other editorial content categories. Midwest Living magazine, which reaches 3.9 million readers, is published bi-monthly and has a rate base of 925,000.

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