

MEREDITH CORPORATION PROMOTES JOSEPH PETROSINO TO ADVERTISING DIRECTOR FOR COUNTRY HOME

NEW YORK (October 11, 2005) - Meredith Corporation (NYSE: MDP) announced today that it has promoted Joseph Petrosino to Advertising Director for Country Home magazine. Most recently, Petrosino served as Eastern Sales Manager for Ladies' Home Journal.

"Joe has an outstanding track record for closing big accounts," commented Carey Witmer, publisher, Country Home. "We finished the year strong with November up 19% and December up 47% over the same issues last year, and I look forward to continued growth with Joe leading our sales team."

Petrosino has more than 15 years experience in advertising sales, including stints at Meredith as Eastern Account Director for Meredith Interactive Media and Account Manager for Better Homes & Gardens. He has also worked at The Walt Disney Company as Manager of Advertising Sales and Sponsorships for Disney.com and Family.com and Category Manager for Disney Adventures Magazine. Petrosino also served as Senior Account Executive at Grey Advertising.

Petrosino holds a BBA in Marketing Management from Baruch College.

About Country Home

For 25 years, Country Home magazine has redefined the vision of country. Country Home speaks to the desire for style with editorial features that blend formal and familiar, classic and casual, to inspire readers to explore their own personal tastes. The magazine presents fresh, actionable ideas that are relevant to all aspects of readers' lifestyles, including home décor, food and entertaining, fashion and well-being, travel and shopping. Country Home, published by Meredith Corporation (NYSE: MDP), has over 7.5 million readers, is published 10 times per year and has a rate base of 1.25 million. The magazine was nominated for a 2005 National Magazine Award in photography.

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