

MEREDITH PREMIERES JUNKMARKET STYLE

Features Design and Entertaining Ideas for Repurposed Flea Market Finds

DES MOINES, IA (May 1, 2006) If you're among the millions of savvy shoppers who rummage through garage sales and flea markets to find one-of-a-kind hidden treasures, chances are you're a junker—a recycler of home interiors affectionally known as “dumpster designers.” *JunkMarket Style*, a new special interest magazine from Meredith Corporation (NYSE: MDP), focuses on tips, tricks and trade secrets for transforming bargain finds into personal and unique recreations. *JunkMarket Style* will be on newsstands May 2 and retails for \$5.99.

Sue Whitney and Ki Nassauer – creative consultants, television personalities and Editors-at-Large for Meredith's *Country Home* magazine – illustrate sustainable and functional design and entertaining ideas with an emphasis on wit and originality. Their column “Cool Junk” appears in every issue of *Country Home*. *JunkMarket Style* guides readers through the art of junking, with instructions on how to recreate projects, where to find the best junk, and tips on how to find one's inner “junk master.”

JunkMarket Style was created to address the growing nationwide trend in home design. “Junk is for everyone and anyone willing to take a plunge into the possibilities for creative self-expression,” says Whitney. “Junkers are age 18 – 80, and represent every socioeconomic background.”

“We wanted to create a magazine that helps consumers liberate their own sense of style,” adds Nassauer. “Unlike other design magazines, *JunkMarket Style* doesn't follow rules and regulations of specific trends. Our ideas provide an outline for design with easy to follow instructions that aren't overwhelming. We want our readers to enjoy creating fun projects that look high-style but cost a fraction of the price.”

The premiere issue will cover everything from creating special spaces to simple decorating and storage ideas to where to find the best junk and flea markets. Detailed instructions, plus great tips and techniques, will have readers looking at their junk and flea market treasures in a whole new way.

Among the articles in the premiere issue include:

- **Porch Living** – The cover story illustrates how to create relaxing open-air rooms with ordinary junk used in extraordinary ways. The JunkMarket gals transform one porch for three different dining events.
- **Shopping LA** – Sue and Ki take readers along on a trip to the City of Angels to find junk market steals so good they're sinful. “There's no other city where great junk is as plentiful as the Hollywood stars you're guaranteed to spot while window shopping on Rodeo Drive,” Sue says.
- **Dining In/Out** – Junk shop finds bring fresh and pretty ideas to tabletops and dining rooms for fabulous spring party ideas. Stylish ideas include candle holders made from spindles, place cards made from hose nozzles and flower vases made with bed springs and glass insulators.
- **Special Spaces** – Every woman needs a space of her own. In this feature, an inspiring woman shares her special junk retreat and her unique decorating philosophy.
- **Washed Up** – It's all clean fun when the JunkMarket gals let their creativity loose in three different bathrooms. Steal their clever ideas to thoughtfully repurpose bathrooms into retreats. Follow step-by-step instructions on how to recreate a beautiful wire fence chandelier your guests will be envious of.
- **A Star Is Born** – The JunkMarket makeover crew updates a no-frills guest room when Ki's daughter heads for Hollywood to pursue her acting dreams. See before-and-after photography demonstrating how, in just three days, the crew gave this room a country-fresh makeover.

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 features 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, and *American Baby* - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland.

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 more than 85 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 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The *Family Circle* Cup, America's premier women's professional tennis tournament, is owned and operated by Meredith and held every April in Charleston, SC. For more than three decades it has showcased the best in women's tennis.

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