

Meredith Launches Dedicated Online Women's Network

Will help marketers unleash synergy and depth of Meredith's women-focused brands

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NEW YORK, Jan. 21 /PRNewswire-FirstCall/ -- Meredith Corporation today announced the launch of the Meredith Women's Network, the first brand network comprised of premium websites geared toward the topics that matter most to women.

The Meredith Women's Network, which engages 15 million unique visitors monthly,* includes The Better Homes and Gardens® Network (Better Homes and Gardens, Better Recipes and soon-to-launch MixingBowl™), The Parents® Network (Parents, American Baby and Family Circle) and The Real Girls NetworkSM (DivineCaroline®, Fitness, More and Ladies' Home Journal).

"The new alignment organizes our business according to the passions and affinities of our audience - from her family to her home to her self," said Lauren Wiener, SVP, Meredith Interactive. "For our marketing and advertising partners, the Meredith Women's Network allows us to optimize return on an investment across our digital platforms by providing superior brand engagement at tremendous scale."

Meredith Interactive has made several recent advances to enhance its offerings and capabilities, chiefly in the area of social networking. Through an investment in the Real Girls Media Network in November 2008, Meredith's network of sites includes DivineCaroline.com which gives Gamma women** a space to connect and publish their stories in a way that goes far beyond typical user generated content experiences. Later this month, Meredith will launch MixingBowl (<http://www.MixingBowl.com>), a social network built entirely around food, recipes and entertaining.

Meredith Corporation (<http://www.meredith.com>) combines well-known national brands -- including Better Homes and Gardens, Parents, Ladies' Home Journal, Family Circle, American Baby, Fitness and More -- with local television brands in fast growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith then uses multiple distribution platforms -- including print, television, online, mobile and video -- to give consumers content they desire and to deliver the messages of its marketing partners.

* Omniture, November 2008 traffic.

** Meredith's report, The Gamma Factor: Women and the New Social Currency,

defines Gammas as a dynamic group of women who interact with and influence a wide network of consumers, generate and disseminate trends and new ideas, and whose social behavior and media habits reflect a new

marketplace and marketing model.

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SOURCE: Meredith Corporation

Web site: <http://www.meredith.com/>
<http://www.MixingBowl.com/>

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