

Ser Padres and Siempre Mujer Launch Free iTunes Video Podcast Series

Today, Siempre Mujer's Manolo Cardona Interview and Ser Padres' Summer Skincare Feature Go Live

NEW YORK, New York – July 13, 2009 – Meredith Hispanic Ventures, the leading publisher serving Hispanic women in the United States, today announced the launch of two new video podcast series from Ser Padres and Siempre Mujer, their magazine brands reaching parents and women, respectively. The series – Ser Padres Contigo and Siempre Mujer Extra – represent brand extensions for the Spanish-language titles, which already reach engaged audiences via blogs (mimosblog.com and charlablog.com), Facebook, Twitter and more.

Today, Siempre Mujer Extra premieres a video with Colombian Actor Manolo Cardona, who graces the first-ever Siempre Hombre “flip” cover in the June/July issue (<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=319380991>). He shares his thoughts on women, romance and love. Also, Ser Padres Contigo launches a video showing parents how to keep kids protected against sun damage (<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=316198780>).

“Research has shown that minority groups are increasingly enthusiastic about new tech-savvy ways of receiving information. In fact, the number of Spanish-dominant Hispanics in the U.S. using podcasts is expected to grow by 10% over the next year,” commented Ruth Gaviria, vice president of Meredith Hispanic Ventures. “Our content – from parenting and relationship advice, to beauty reviews, to restaurant recommendations – is custom-made for video and we are incredibly proud to be the first Spanish-language publisher to offer this.”

The titles plan to release at least one podcast per issue, two to three minutes in length. They will be free-of-charge and are designed to educate and entertain the growing number of U.S. Hispanic Internet users and expand on magazine content in an interactive and timely way.

Previous Siempre Mujer Extra podcasts have focused on a behind the scenes look at the magazine’s editorial meeting and personalities; summer beauty essentials; and the NYC Latin restaurant, Sazón, a staff favorite. Ser Padres Contigo has featured spring fashion for kids, and videos showing off the sights and sounds of San Antonio.

About Meredith Hispanic Ventures

Meredith Hispanic Ventures is the leading marketing and communications company reaching Spanish-dominant, Hispanic women in the United States at every life stage. Its portfolio of empowering brands include Siempre Mujer, Ser Padres, Ser Padres Espera and Ser Padres Bebe. Our magazines focus on the core passions of Family, Home and Self at a time when consumers are focused on what matters most. Our portfolio includes custom publishing, content licensing, HOLA Profiles(TM) Research, database marketing, events, Word-of- Mouth Marketing, and Video Solutions. Meredith Hispanic Ventures is owned by Meredith Corporation, which reaches 75 million active and involved women -- more than any other media company.