

Meredith Forms Syndicated Digital Content Licensing Agreement for Online Women's Network Serving European Market

DES MOINES, Iowa and NEW YORK, July 21, 2011 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), a leading global media and marketing company serving women, announced it will provide editorial content on a syndicated basis to a new online women's network aimed at adult women in Europe.

(Logo: <http://photos.prnewswire.com/prnh/20100914/MM64106-B>)

(Photo: <http://photos.prnewswire.com/prnh/20110209/CG45717-a>)

(Logo: <http://photos.prnewswire.com/prnh/20110721/CG39695LOGO>)

The network will be developed and led by Kyiv-based Atlantic Group. Its new digital content division headquartered in Vienna, Liquid 7, will launch later this calendar year across Central and Eastern Europe. The network will integrate content from such Meredith brands as Better Homes and Gardens, Parents, Fitness and Family Circle.

Meredith will support the network with its considerable expertise in digital media, including operations, sales and marketing. In the U.S., Meredith's online properties – including www.BHG.com and www.Parents.com – reach 20 million unique visitors and deliver 300 million page views monthly.

"This agreement is a great example of the quality and relevance of Meredith's content to women everywhere," said John Zieser, Meredith's Chief Development Officer. "It's also recognition of our deep knowledge and skill at operating strong digital media businesses."

The European women's network will be available in local languages and focused on issues most important to adult women, including parenthood, home, food and health and well-being. Sales and marketing opportunities will be available locally and regionally. Liquid 7 will integrate social media and enhanced research capabilities to support client marketing objectives.

"Working with Meredith is a great opportunity for us," said Atlantic Group president Andrew Bain. "Their strong portfolio of media brands and innovative marketing services is a tremendous complement to Liquid 7, and will serve our clients well as our key markets evolve digitally."

About Meredith Corporation

Meredith Corp. (www.meredith.com) – owner of powerful consumer brands such as Better Homes and Gardens, Parents and Family Circle and cutting-edge marketing capabilities – is the No. 1 media and marketing company serving American women. Meredith is actively seeking international licensing and strategic partners. If interested please contact John Zieser, Chief Development Officer (john.zieser@meredith.com).

About Atlantic Group

Atlantic Group (www.agl-media.com) is a communications holding company focused on advertising and media-related properties in Central Europe. It owns and manages over twenty brands operating in advertising, media services, publishing, outdoor and digital production. Atlantic Group provides both sector specific and comprehensive communications offerings to advertisers, with more than 400 international, regional and local clients.

SOURCE Meredith Corporation

For further information: Art Slusark of Meredith Corporation, +1-515-284-3404

<https://news.people.inc/2011-07-21-Meredith-Forms-Syndicated-Digital-Content-Licensing-Agreement-for-Online-Womens-Network-Serving-European-Market>