

# Meredith to Increase Rate Base for EatingWell Magazine

## Strength of Healthy Eating Category Also Reflected in Brand's Digital Expansion

NEW YORK, April 12, 2012 [PRNewswire/](#) -- Meredith Corporation (NYSE:MDP), the leading media and marketing company serving American women, announced today that it will increase the rate base for *EatingWell* magazine for the second time this year.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Effective with the September/October 2012 issue, *EatingWell* magazine will raise its rate base from 500,000 to 600,000, an increase of 70 percent from this time last year. In January 2012, Meredith raised the magazine's rate base from 350,000 to 500,000.

In addition to its flagship bimonthly magazine, EatingWell is a diversified brand produced over multiple formats, including a robust website ([www.eatingwell.com](http://www.eatingwell.com)), content and brand licensing, custom publishing, and consumer cookbooks and health books. The brand is a leading source of science-based nutrition advice, delicious, easy and healthy recipes, and useful shopping information.

EatingWell has increased its digital reach to better serve the growing healthy-eating market by leveraging its fresh and focused expert content and expanding its licensing partnerships with outlets including *Yahoo!* and *The Huffington Post*, as well as numerous healthcare companies. EatingWell.com is now being visited by close to 4 million unique users a month, almost 100 percent more on a monthly basis than last year.

"As the healthy-eating movement continues to thrive, this growth reflects how relevant and engaging our content is to consumers who want to make healthy eating a bigger part of their life," says Tony Catalano, Publisher, EatingWell.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Allrecipes.com, Ladies' Home Journal, Fitness, More, American Baby, EveryDay with Rachael Ray and FamilyFun – along 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 uses multiple distribution platforms – including print, television, online, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith Xcelerated Marketing has significantly added to its capabilities in recent years through the acquisition of cutting-edge companies in digital, mobile, social, healthcare, database, and international marketing. Most recently, Meredith made a strategic investment in London-based Iris Worldwide, a leader in experiential marketing.

A hallmark of Meredith's business model and financial profile is its ability to consistently generate substantial free cash flow by leveraging the strength of its multi-platform portfolio. Meredith is committed to increasing Total Shareholder Return through dividend payments, share repurchases and strategic business investments. Meredith has paid a dividend for 65 straight years and increased its dividend for 19 consecutive years. On October 25, 2011, Meredith announced a 50 percent increase in its annual dividend to \$1.53 per share.

SOURCE Meredith Corporation

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