

# Meredith Expands International Reach in Europe, Middle East and Asia

DES MOINES, Iowa and NEW YORK, April 16, 2012 [\*\*PRNewswire\*\*](#)/ -- Meredith Corporation (NYSE:MDP; [\*\*www.meredith.com\*\*](http://www.meredith.com)), a leading global media and marketing company serving women, announced several recent launches and new agreements that expand the reach of its brands across print and digital media in Europe, the Middle East and in Asia.

(Logo: [\*\*http://photos.prnewswire.com/prnh/20090810/CG58830LOGO\*\*](http://photos.prnewswire.com/prnh/20090810/CG58830LOGO))

In Europe, Vienna-based Liquid 7, the digital content division of Atlantic Group, recently launched Sunny 7, an online network aimed at adult women. Sunny 7 integrates content from Meredith brands such as *Better Homes and Gardens*, *Parents*, *Fitness* and *Family Circle* across digital and social media. In the six weeks since launch, Sunny7 has attracted advertising from clients such as Nissan, Accor Hotels, Bank Austria, Ford, Clinique, Citroen, Johnson & Johnson and numerous others.

Also in Europe, Budapest-based Hamu es Gyemant will launch a quarterly localized edition of *Diabetic Living* in the Hungarian language with distribution planned via subscriptions and newsstand in Hungary and several other central and eastern European countries.

Athens-based Democratic Press just launched a Greek edition of *Diabetic Living*. Combined, these agreements represent the fifth and sixth local editions for *Diabetic Living*, which is also published locally in Australia, India, Italy and Russia.

In the Middle East, Riyadh-based Saudi Specialized Publishing Company (SSPC) will launch localized English-language editions of *Parents* and *Better Homes and Gardens* for the Gulf States markets of Saudi Arabia, United Arab Emirates, Qatar, Kuwait, Bahrain and Oman. Since 2009, SSPC has published an Arabic-language edition of *Parents* in the Middle Eastern region. Today there are 10 local editions of *Parents* and five for *Better Homes and Gardens*.

In Asia, Manila-based Summit Media will add content from Meredith's American Baby brand to its locally published Smart Parenting brand. Smart Parenting is the No. 1 parenthood brand for Filipino parents of children from birth to age 6. American Baby will strengthen the brand's reach to expecting and new mothers.

"We're very proud to be forming relationships with new partners and strengthening our ties to existing partners," said John Zieser, Meredith's Chief Development Officer. "We have a clear and strategic goal to continue expanding internationally. Today's announcements – coupled with our recent acquisition of Allrecipes.com, the world's No. 1 digital food site, and our investment in global marketer Iris Worldwide – demonstrate tangible accomplishments toward our objective."

## **About Meredith Corporation**

Meredith Corporation – owner of powerful consumer brands such as *Better Homes and Gardens*, *Parents* and *Allrecipes.com* 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\*\*](mailto:john.zieser@meredith.com)).

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