

# Traditional Home Magazine Named To "A-List" By Advertising Age

DES MOINES, Iowa and NEW YORK, Oct. 15, 2012 [PRNewswire/](#) -- Meredith Corporation (**NYSE:MDP**), the leading media and marketing company serving American women, today announced that *Traditional Home*, the largest upscale shelter magazine in America which celebrates the union of timeless design with modern living, has been named to Advertising Age's 2012 Magazine A-List.

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

Advertising Age said the following about Traditional Home:

*"There's no reason to lie down in the face of a tough economy or challenges to print publishing. Take a look at Traditional Home, which is finding younger and richer readers with TradHome, a shoppable online magazine it created last year with all-digital shelter mag Lonny, and expanded to two issues this year. But Traditional Home is also succeeding in print, where ad pages in its January through October issues increased 11.5% while monthlies as a whole slipped, according to MIN. Its October ad pages were the highest for that month since 2008. Traditional Home also increased single-copy sales in a difficult newsstand environment."*

"This A-list win for Traditional Home is a true reflection of our A-team's dedication and hard work over the past two years," said publisher Beth Fuchs Brenner. "It speaks to the relevance of traditions in our family lives, and the home as the nucleus of all we hold dear. We couldn't be more excited."

"It's incredibly fulfilling to see our efforts of the last two years culminate in this prestigious award," said Ann Maine, Editor-in-Chief of Traditional Home. "We're thrilled to be included in the A-List, and we look forward to continuing to provide our audience with inspiring content that brings timeless design and modern living together in a fresh way."

The full Advertising Age article can be seen [here](#).

## **About Traditional Home Magazine**

As the largest upscale shelter magazine in America, Traditional Home celebrates the union of timeless design with modern living, inspiring 5 million design lovers to reinterpret classic elegance in a thoroughly personal way. From home, garden, and green living to food, entertaining, and travel, the magazine is a tribute to quality, craftsmanship, authenticity, and family—a trusted resource that respects the past, lives in the present, and embraces products designed for the future. For more information, please visit [www.traditionalhome.com](http://www.traditionalhome.com). For more information regarding the magazine's new online companion, TradHome, please visit [www.tradhomemag.com](http://www.tradhomemag.com).

## **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](http://Allrecipes.com), Ladies' Home Journal, Fitness, More, American Baby, EveryDay with Rachael Ray, EatingWell 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, experiential and international 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

For further information: Christina Poletto, +1-212-551-7189, christina.poletto@meredith.com

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