

# Meredith Digital Unveils Updated Market Positioning And New Logo

## Reflects Leadership Position in Lifestyle and Food with 40 Million Women across Life Stages

NEW YORK, Feb. 25, 2013 [PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving American women, today introduced an updated market positioning and logo for Meredith Digital that reflects Meredith's unique ability to tap into the vast purchasing power of the 40 million women it reaches monthly across digital platforms.

Meredith Digital's brands, including Better Homes and Gardens and Allrecipes.com, reach women at every life stage. The updated logo reflects Meredith's focus on four core pillars: Food, Home, Moms, and Lifestyle. Meredith Digital brands currently rank #1 in food and #2 in lifestyle, according to comScore (October - December 2012).

The new tag line "mobilizing women" speaks to Meredith Digital's ability to inspire millions of women to live their dreams – as well as everyday life in between – via brand extensions across multiple devices and screens including mobile, social, web and tablet.

"Meredith is right at the intersection of premium content and scale, all underpinned by rich insights, engaging tools and best-in-class marketing services," said Carolyn Bekkedahl, SVP/ Digital Sales, Meredith National Media. "Meredith Digital's audience of over 40 million women is accountable for more than \$800 billion in spending annually, and we're in a unique position to help guide our highly engaged audience from discovery to engagement to purchase decision to social sharing."

Meredith Digital includes:

- 14 premium websites that reach a total of 40 million unique visitors each month;
- 3+ billion annual newsletter opt-ins;
- More than 7,000 original videos with 2,000 more planned for 2013;
- 20 digital editions across six newsstands;
- 21 million monthly unique visitors across 10 mobile sites;
- 22+ million downloads across 20 mobile apps;
- 2.7 million Facebook fans, 4.75 million Pinterest followers and 1.1 million Twitter followers of Meredith's magazine brands; and
- An e-commerce platform across three brands: Better Homes and Gardens, Parents and Divine Caroline.

Meredith Digital recently received the Advertiser Perceptions Highest Rated Media Brands (HRMB) recognition for *Digital Ad Networks - Sales Knowledge* (based on the Advertiser Intelligence Reports (AIR) survey).

### **About Meredith Corporation**

Meredith Corporation is the leading media and marketing company serving American women. Meredith reaches 100 million American women every month through 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 – and local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, digital, 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.

SOURCE Meredith Corporation

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