

# Meredith Names Laura Rowley Vice President, Video Production & Product

## Digital Video Innovator from The Huffington Post Joins Meredith to Lead Expansion Across Portfolio

NEW YORK, April 18, 2013 [PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP), the nation's leading media and marketing company serving women, announced today that award-winning journalist Laura Rowley has been named Vice President, Video Production and Product, for the Meredith National Media Group. She joins Meredith from The Huffington Post where she served as Executive Producer, Original Video and Partnerships, supervising original video series and editorial partnerships.

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

Rowley will be responsible for overseeing Meredith's digital video operations across its entire brand portfolio including Better Homes and Gardens, Parents and Fitness. In particular, she will be focused on original content creation as well as expanding and deepening consumer engagement. Meredith's branded digital video portfolio currently garners over 15 million views each month (Source: Omniture 2013). Rowley will report to Liz Schimel, Chief Digital Officer, Meredith National Media Group.

"There's a huge opportunity for our brands in digital video. Women are not only accessing the content, but they are being empowered by it – to try a new recipe, style an outfit, discover a product for their baby, and more." says Schimel. "Laura has the right blend of experience to help us capitalize on this momentum as she understands both the digital and editorial spaces, and how they can connect when it comes to video."

As Executive Producer, Original Video and Partnerships at The Huffington Post, Rowley worked on the development and financing of a slate of original lifestyle series, launching Tastemakers, which examines the passions of influential chefs such as Richard Blais, and United States of Style, a road tour featuring the hottest style makers between the coasts. Previously, she was Senior Editor for Huff/Post50, a lifestyle site for baby boomers, and produced and hosted the AOL Daily Finance series "Money & Happiness," based on her book of the same name. Rowley's vast experience in digital, television, radio and print also includes serving as an on-air reporter and producer for CNN business news, and as columnist for Yahoo! Finance.

"Tens of millions of women look to Meredith's iconic lifestyle brands for information they can trust on family, home and food, and health and wellness – at all the stages of their lives," said Rowley. "With its leading-edge digital platform and powerful social presence, Meredith is uniquely positioned to capitalize on the growth in digital video. I'm looking forward to joining a team dedicated to finding new ways to engage this loyal community, and expand the reach of Meredith's digital video footprint."

An award-winning journalist and author, Rowley has appeared regularly on The Today Show, Good Morning America, Fox News and dozens of other media outlets, and has written for *The New York Times*, *Parents* and *Self* magazine. She ran her own firm for a decade, releasing five business books, including "On Target: How the World's Hottest Retailer Hit a Bull's-eye" (John Wiley & Sons), consulting with Fortune 500 firms on strategic messaging and value-oriented campaigns, and speaking professionally.

Prior to founding Laura Rowley, Inc., Rowley was an on-air producer/reporter for CNN's "Business Unusual" and "Your Money." She also produced for CNNfn, the Financial Network. Rowley began her career in print journalism with editorial positions at *Multi-Housing News*, *New York Cooperator* and *United Nations Chronicle*.

Rowley is a graduate of the University of Illinois, Urbana-Champaign and holds a Masters of Divinity

from New York Theological Seminary. She will be based in Meredith's New York offices at 805 Third Avenue.

### **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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