

Meredith's The Better Show Audience Now Measured By Nielsen

NEW YORK, May 9, 2013 [**PRNewswire/**](#) -- Meredith Corporation (NYSE: MDP) announced this week that *The Better Show*, its popular syndicated daily lifestyle program, is now fully C3 measured by Nielsen.

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

"We were very encouraged after seeing Nielsen benchmark data last fall," said Brendan Kelly, Managing Director of Advertising Sales and Sponsorships for *The Better Show*. "It's a great opportunity to create a larger presence for *The Better Show* in the marketplace. C3 measurement will allow syndication and daytime advertisers to take advantage of the loyal audience and advertising friendly content *The Better Show* has consistently delivered."

The Better Show currently airs every weekday in more than 155 markets reaching 75 percent of U.S. television households, including New York, Los Angeles and Philadelphia, the country's top four television markets. It aired its 1,200th episode at the end of last year, and was recently renewed for a seventh season beginning this September.

The Better Show leverages expertise from Meredith's expansive content portfolio, including *Better Homes and Gardens*, *Parents*, *Family Circle*, *More* and *Fitness* magazines. The show consistently rates No. 1 in its time-period in numerous markets. The nationwide show offers a great mix of editorial and branded entertainment segments, a favorite for food, beauty, fashion, DIY and retail brands.

Beginning this fall, *The Better Show* will air every weekday on the Hallmark Channel during its daytime programming block. Each episode will air on the Hallmark Channel a day following the original nationally syndicated show. It was the first cable network distribution agreement for Meredith Video Studios.

Additionally, *The Better Show* has seen a steady increase in ratings and on its website, BetterTV.com. The show has partnered with TV Syndication Co (TVSCO) for international distribution, and is now available in all TVSCO international territories.

"Time and again the biggest agencies and their top brands have told us the show looks great and the content is spot on," said Kieran Clarke, Executive Vice President of Meredith Video Studios. "We have successfully pioneered an entire new formula for syndicated TV programming. Marketers and their clients will see new opportunities with their investments when provided with the Nielsen C3 measurement."

Meredith Corporation (**NYSE: MDP**; www.meredith.com) is one of the nation's leading media and marketing companies. Meredith features multiple well-known national brands – including *Better Homes and Gardens*, *Parents*, Allrecipes.com and *EveryDay with Rachael Ray*– and local television brands in fast-growing markets.

Meredith Local Media Group owns or operates 13 television stations that reach nearly 10 percent of U.S. television households: WGCL-TV (CBS), Atlanta; WPCH-TV (TBS), Atlanta; KPHO-TV (CBS), Phoenix; KPDX-TV (MYN), Portland, OR; KPTV (FOX), Portland, OR; WFSB-TV (CBS), Hartford-New Haven, CT; WSMV-TV (NBC) Nashville, TN; KCTV (CBS), Kansas City, MO; KSMO (MYN), Kansas City, MO; WHNS-TV (FOX), Greenville-Spartanburg-Anderson, SC-Asheville, NC; WNEM-TV (CBS), Flint-Saginaw, MI; KVVU-TV (FOX), Las Vegas, NV; and WSHM, (CBS), Springfield, MA.

SOURCE Meredith Corporation

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