

# Better Homes and Gardens Hits Two Million Likes on Facebook

**New York, N.Y. (March 28, 2014)**— *Better Homes and Gardens* announced today that they have hit two million followers on Facebook, less than 9 months after the brand reached 1 million followers in June 2013. *Better Homes and Gardens* is the first Meredith brand to reach the two million mark.

To celebrate the milestone, *Better Homes and Gardens'* **Facebook** profile shared a special “thank you” note and a virtual bouquet of vibrant fresh cut daffodils and tulips with the brands’ followers.

“Reaching this landmark number is exciting for the brand and for our talented social media team,” says Janell Pittman, Vice President and General Manager of the Better Homes and Gardens and Parents Digital Network. “Our high engagement at scale on Facebook reflects BHG’s social strategy to use existing and emerging platforms to introduce new people to *Better Homes and Gardens* and strengthen relationships with people who already know and love the brand. We are also excited to be able to offer advertiser programs that connect brands with this passionate audience.”

Kaelin Zawilinski, Editorial Manager BHG.com added, “We value Facebook as a way to hear exactly what our readers are thinking. The two-way conversation is making us better editors.”

Here are some of BHG’s favorite Facebook conversations:

**In one word, how would you describe this color palette?**

<https://www.facebook.com/photo.php?fbid=10152279041926019&set=a.112628916018.117424.72571226018&type=1>

**Tell us! Which of these garden paths suits your style? Whimsical or classic?**

<https://www.facebook.com/photo.php?fbid=10152321242581019&set=a.112628916018.117424.72571226018&type=1>

**DIY Doughnuts—because everything is better homemade!**

<https://www.facebook.com/photo.php?fbid=10152385628506019&set=a.112628916018.117424.72571226018&type=1&theater>

*Better Homes and Gardens'* social media presence includes:

- **Facebook:** 2,000,000+ likes
- **Pinterest:** 600,520 followers
- **Twitter:** 71,600+ followers
- **Instagram:** 48,758 followers
- **YouTube:** 1.7 million plays
- **BHG Blogger Insiders:** Combined reach of 25MM+ visitors

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## ***About Better Homes and Gardens***

Reaching nearly 37 million readers every month, the Better Homes and Gardens brand extends across the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. A Meredith publication, *Better Homes and Gardens* inspires women to dream and gives them the confidence to move from dreaming to doing. For more information on BHG please visit: [www.bhg.com](http://www.bhg.com) | Facebook: [facebook.com/mybhg](https://www.facebook.com/mybhg) | Twitter: [twitter.com/bhg](https://twitter.com/bhg) | Pinterest: [pinterest.com/bhg/](https://pinterest.com/bhg/) | Instagram: <http://instagram.com/betterhomesandgardens>

## **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.

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