

# Meredith.com Relaunches With Dynamic Responsive Design

## Meredith Expands Digital Footprint and Unveils Streamlined, Brand Immersive Website

DES MOINES, Iowa and NEW YORK, Jan. 23, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP), the leading media and marketing company serving 100 million unduplicated American women, unveiled today [www.meredith.com](http://www.meredith.com), its newly revamped corporate website. The redesign includes a responsive design that's fully optimized for mobile and wired users on every device and screen size; robust resources for advertising and marketing partners; and a modern, stylish front-end design.

The redesigned site reflects Meredith's growing media and marketing portfolio, including recently added print, broadcast and digital properties, plus expanded digital advertising capabilities. Meredith.com provides constituents – including investors, advertisers, current and potential employees, and the media – with a comprehensive overview of the company and information on Meredith's numerous assets.

"In today's warp speed media world, it's critical that our business partners can access important information about our company on all platforms at any time," says Nancy Weber, EVP/Chief Marketing Officer. "The refreshed Meredith.com now accurately reflects the modern, socially-articulate consumer that engages with our brands on a daily basis."

The upgraded Meredith.com features a live feed along the right rail displaying the latest news and selected social content from multiple Meredith brands.

Weber notes, "The addition of news and social feeds throughout the site provides current and prospective marketing partners, consumers, investors and potential employees a comprehensive overview of Meredith's brands, products, services, and award-winning marketing and content capabilities."

Meredith worked with award-winning, Domani Studios, to strategize and redesign the site. An independently owned, digital creative agency, Domani was founded in 2001, and adds Meredith to its growing list of clients which includes Starwood Hotels and Resorts, and Estee Lauder Companies, among other leading global brands.

"The opportunity to help one of the largest media companies in the world to enhance its digital experience and present its own immense range of content was a major and tremendously successful undertaking," says Jonathan Hills, Founder/Executive Creative Director of Domani Studios. "Our company is proud to collaborate with Meredith and bring to life the breadth of its vast offerings in a manner that's both engaging and intuitive for users to navigate."

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of advertising and marketing partners.

Meredith's National Media is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents, Martha Stewart Living and Allrecipes. It reaches an audience of over 230 million monthly, including 100 million unduplicated women and 60 percent of American millennial women. Traffic to Meredith's digital properties has increased by double digits year-over-year and Meredith Digital collectively reaches over 70 million monthly unique visitors through its food, family, home, lifestyle, and multicultural portfolios.

The group features robust brand licensing activities, including over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leading content-powered consumer engagement agency that provides integrated marketing solutions for many of the world's top brands.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

Meredith's balanced portfolio consistently generates substantial free cash flow, and Meredith is committed to growing Total Shareholder Return through dividend payments, share repurchases and strategic business investments. Meredith's current annualized dividend of \$1.73 per share yields approximately 3.5 percent. Meredith has paid a dividend for 67 straight years and increased it for 21 consecutive years.

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

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