

MORE Magazine's Redesign Deepens Connection With Luxury Audiences

New Elevated Look and Content Unveiled in the February 2015 Issue on Newsstands Now

NEW YORK, Jan. 26, 2015 /PRNewswire/ -- **MORE**, the magazine for women of style and substance created by Meredith Corporation (NYSE:MDP; www.meredith.com), unveils a redesigned look with a modern logo, updated layout, elevated photography and revamped editorial lineup in the February 2015 issue, on newsstands today. The magazine now has a more luxurious look and feel with a **wider, higher-impact trim size**, at 9" x 10-7/8", and **upgraded gloss paper stock**.

Its first major redesign since 2010, the new **MORE** offers the latest beauty, fashion, home, travel, food, career, finance, health and relationship inspiration in a modern and fresh format that matches the sophistication of its readers. The issue will relaunch with a rate base of 750,000, reflecting the brand's focus on targeting its core luxury consumers, and a 50 percent increase in the subscription price to \$15 per year.

"The **MORE** reader has significant spending power," says Jeannine Shao Collins, EVP/Publisher, **MORE**. "With a median household income of \$112,000+¹, our audience is the most affluent of all beauty, fashion and women's lifestyle magazines. This refreshed look offers the perfect opportunity for marketers and advertisers to engage with our community of influential and career-driven women, many of whom are top-level executives."

An image-driven product, the magazine's content will be brought to life through collaborations with renowned celebrity stylists and photographers, such as Ellen von Unwerth, who photographed the Drew Barrymore cover and feature for February 2015.

"Our readers have always turned to us for smart and stylish guidance that's ahead of the curve," says Lesley Jane Seymour, Editor-in-Chief, **MORE**. "The new **MORE** will continue to showcase award-winning journalism and great writing, but in an upscale package that reflects what readers expect from our brand."

While the content will still explore reinvention and women of style and substance, each issue boasts up to 20 additional editorial pages that focus on carefully curated single-page features, and new columns on home, travel, food, drink, technology and sex. Sections and columns include:

- **BEST OF THE BEST:** Showcases luxury objects of desire in beauty, fashion and home. Each page highlights one item representing a larger trend and inspires readers with high-impact photography.
- **AFICIONADO:** Uncovers trends in beauty, fashion, food, drink and travel in in-depth and information-packed pages. The February issue features a beauty Q&A with actress Cate Blanchett, and an "In Her Closet" look at producer (and wife of director Spike Lee) Tonya Lewis Lee's style.
- **PORTFOLIO:** Offers the latest career, finance, tech and entrepreneurial advice that readers care about the most.
- **VOICES:** Shares first-person stories told by first-class writers. These essays cover reinvention, personal discovery, second acts and more. The February issue features an "In Her Words" column with *Orange is the New Black* author Piper Kerman and a "Newsmaker" interview with Ava DuVernay, the Golden Globe-nominated director of *Selma*.
- **HEALTH FINDINGS:** Highlights in-depth medical stories on women's health, sex, aging, fitness, nutrition, and well-being.

MORE also introduces new Contributing Editors, who share their expertise in travel, food and drink, home, politics and entrepreneurship in each issue. Regular contributors to the magazine include **Melissa Briggs Bradley**, Founder of luxury travel company **Indagare Travel**; **Amanda Hesser and Merrill Stubbs**, Co-founders of **Food52**; **Sheila Bridges**, interior designer and Founder of **Sheila Bridges Design, Inc.**; **Betsy Fischer Martin**, Emmy Award-winning producer and former Managing Editor of Politics at NBC News; and **Amanda Brown**, Executive Director of the **National Women's Business Council**.

About MORE Magazine

Launched in September 1998, critically acclaimed *MORE* is the only lifestyle publication that celebrates women of style and substance. *MORE* is the smart, stylish guide for women of influence, sharing the latest on beauty, fashion, health, career, finance, home, travel and culture. *MORE* serves a community of affluent, professional women interested in reinventing themselves and their world. *MORE* is published 10 times a year by Meredith Corporation with a rate base of 750,000 and readership of 1.5 million. *MORE* won the 2014 Clarion Award for Best Overall External Magazine, was named 2006 Magazine of the Year by *Advertising Age* and also landed on the publication's "A List" of Top 10 magazines in 2007, 2005 and 2003. Also, *Adweek* named *MORE* to its 2006 "Hot List," Capell's Circulation Report honored *More* as one of the Top 10 Newsstand Performers in 2006, while Media named *MORE* the "Best Women's Lifestyle Magazine" of 2004.

Additional information may be found online: www.more.com | Facebook: [Facebook.com/moremagazine](https://www.facebook.com/moremagazine) | Twitter: [@moremag](https://twitter.com/moremag) | Pinterest: [Pinterest.com/moremagazine](https://www.pinterest.com/moremagazine) | Instagram: [Instagram.com/moremag](https://www.instagram.com/moremag).

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, and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches an audience of over 230 million monthly, including 100 million unduplicated women and 60 percent of American millennial women. Meredith is the leader in delivering content across media platforms in key consumer interest areas such as food, home, parenthood and fitness through well-known brands such as Better Homes and Gardens, Parents, Allrecipes and Martha Stewart Living. The National Media 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 programming weekly, 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.

¹ Source: MRI Fall 2014

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