

# Meredith Named 3rd-Largest Global Licensor For Second Consecutive Year

DES MOINES, Iowa, May 26, 2015 /PRNewswire/ -- Meredith Corporation (NYSE: MDP) ([www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving more than 100 million American women and 60 percent of U.S. millennial women, has been named the third-largest global licensor by *License!Global* magazine for a second consecutive year. The ranking is based on the retail sales of goods and services sold under Meredith-owned trademarks, including **Better Homes and Gardens**<sup>®</sup>, **Parents**<sup>®</sup>, and **Allrecipes**<sup>®</sup>.

The annual ranking report highlights the breadth and impact of the licensed goods market. The 2014 rankings revealed no change in ranking for the Top 5 largest licensors, where Meredith joins other major companies like The Walt Disney Company, PVH Corp. (Calvin Klein, Tommy Hilfiger), Iconix Brand Group (Danskin, Starter), and Mattel, Inc. (Barbie, Fisher-Price).

Top licensing agreements for Meredith Brand Licensing include a long-standing home decor and outdoor living collection of **Better Homes and Gardens** products available only Walmart and Walmart.com; lifestyle-based home buying and selling services through the **Better Homes and Gardens Real Estate** franchise network of brokers and agents; and the newly extended program **Better Homes and Gardens Flowers by FTD**.

"American women look to Meredith's trusted brands for things important to her world: products or services for her family, her home, and herself," says Elise Contarsy, Vice President, Meredith Brand Licensing. "Our licensed products are another way for consumers to interact with our leading brands on a very personal level."

Meredith Brand licensing will be featuring all trademarks available for licensing from its well-recognized brands including **Allrecipes**, **EatingWell**, **Traditional Home**, and **Shape** at the International Licensing EXPO in Las Vegas, June 9-11, 2015.

Meredith Corporation's robust brand licensing activities include over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. as well as nearly 300 **Better Homes and Gardens Real Estate** offices across the U.S. and Canada. In addition, Clipper Corporation manufactures a line of cookware, bakeware and kitchen gadgets under the **Allrecipes**<sup>®</sup> brand ([www.allrecipes.com](http://www.allrecipes.com)); and floral and plant arrangements with FTD under the **Better Homes and Gardens** brand.

Meredith 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 its advertising and marketing partners. Meredith's National Media Group reaches an audience of over 200 million consumers monthly, including more than 100 million unduplicated American women and 63 percent of millennial women.

Meredith 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*, *Shape*, and *Allrecipes* reaching over 70 million unique visitors per month. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

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

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