

Meredith Increases Ratebase Of EatingWell Magazine To One Million

Growth Reflects Brand's Strong Connection With Consumers Seeking Healthier Eating Habits

NEW YORK and SHELBURNE, Vt., June 9, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP) (www.meredith.com), the nation's leading media and marketing company serving 100 million unduplicated women and 60 percent of U.S. Millennial women, announced today that it will increase the ratebase for *EatingWell* magazine to one million with the July/August 2015 issue. The most recent ratebase increase reflects nearly 200 percent growth since Meredith acquired *EatingWell* in June 2011.

"Our mission is to provide readers with thought-provoking stories that examine all aspects of food, as well as accessible and nutritious recipes," said *EatingWell* Editor-in-Chief Jessie Price. "We're thrilled at the widespread recognition *EatingWell*'s content is receiving in terms of readership growth, accolades and partnerships, which all reflect our strong connection with the health-conscious consumer. Our growth across platforms indicates the success of the brand's multi-faceted approach to sharing better eating choices."

EatingWell's articles and books have been recognized as winners and/or finalists for 29 James Beard Awards—the industry's highest accolade—including a win for "Cabbage Craft" from the March/April 2014 issue in the Home Cooking category this year.

EatingWell has expanded new advertising business with retailers such as Whole Foods, Walmart and Walgreens; and in the Pharma category with advertising agreements with Pfizer, Astra Zeneca and Takeda. *EatingWell* has also added new business in the Home category with brands such as Sub-Zero and KitchenAid.

"As healthy eating continues to gain momentum in America, more consumers trust the *EatingWell* brand as the forefront authority on healthy recipes, nutritional advice and wellness information—a space we've pioneered for more than 20 years," said *EatingWell* Publisher Deirdre Finnegan. "What was once a niche trend is now mainstream, and in response our brand has broken ground with new advertisers whose values align with health-conscious choices."

Launched in 2002, *EatingWell* is published six times a year by Meredith Corporation. The brand continues to be a leading source of science-based nutrition advice, delicious, easy and healthy recipes, and useful shopping information, across multiple platforms. In addition to its award-winning flagship bimonthly magazine, *EatingWell* includes a robust website (www.eatingwell.com), content and brand licensing, custom publishing, and consumer cookbooks and health books. The magazine is also a seven-time winner of the coveted Bert Greene Award, the highest award in magazine journalism given by the International Association of Culinary Professionals (IACP), and was selected to the Advertising Age "A-List" in 2013.

In addition to the growth of *EatingWell* magazine, the brand has seen a sharp uptick in digital traffic. *Eatingwell.com* is visited by 4.3 million unique monthly viewers according to comScore, representing over 50 percent growth in the past year. A majority of *EatingWell*'s digital growth is on mobile devices, with 2.4 million unique viewers visiting *EatingWell*'s mobile site each month, up over 100 percent from 2014. In addition, *EatingWell* provides multi-platform content experiences that motivate people to eat better for over 50 licensing partners.

EatingWell is part of Meredith's leading portfolio of food-centric brands, including the multi-platform *Allrecipes* brand; *Family Circle*, *Martha Stewart Living* and *Every Day with Rachael Ray* magazines; and 34 food-focused Special Interest Media issues.

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 its advertising and marketing partners.

Meredith's National Media Group reaches an audience of more than 200 million monthly, including 100 million unduplicated women and 60 percent of American 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, Shape and Allrecipes. 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, including Kraft, Lowe's, Chrysler and NBC Universal.

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