

# Allrecipes Expands Hyper-Local Native Advertising To Award-Winning Allrecipes Dinner Spinner App

## Platform expansion provides advertisers expanded reach within premium environment and home cooks a personalized grocery savings shopping experience

DES MOINES, Iowa and SEATTLE, Dec. 17, 2015 /PRNewswire/ -- Allrecipes, the world's largest food-focused social network with more than 1.3 billion visits annually, announced the expansion of their native advertising capabilities to expand their hyper-local shopper marketing platform, Local Offers, to mobile devices via the Allrecipes Dinner Spinner App for iOS phones and tablets.

First launched in December 2008, the Allrecipes Dinner Spinner app is among the world's most loved and most downloaded recipe apps. To date more than 20 million home cooks have downloaded the app to their iOS, Android, Windows, and Kindle phone and tablet devices.

The latest version of the app delivers enhancements that help home cooks throughout each step of their shopping and cooking journey. One major update is the integration of hyper-local cost saving retailer offers directly into recipe pages within the app environment. This Local Offers feature now allows home cooks to see which products and ingredients are currently on sale at nearby stores within their recipe of choice through the use of geolocation data. Allrecipes plans to expand Local Offers in its Dinner Spinner for Android app in early 2016.

"By launching local offers in our app, we're expanding on our promise to deliver premium, content-rich cross-screen experiences that save families valuable time and money," said Stan Pavlovsky, Allrecipes President. "We're also enhancing our unique ability to provide consumer packaged goods brands and grocery retailers the ability to connect with their consumers during the critical micro-moments occurring throughout their shopping journey, at the exact moment when brand attitudes are formed and purchase decisions are made."

Allrecipes' Shopper Marketing advertising products, which launched in May 2014, allow brands to connect with consumers at the point of need through hyper-local, retailer specific promotional offers embedded adjacent to a recipe's ingredients. With 90 percent of Allrecipes 46.6 million monthly shoppers using recipes to inform their food and beverage choices—and more than half of these shoppers purchasing related ingredients within hours of their site visit—Allrecipes' Shopper Marketing advertising products such as 'Branded Ingredients' and 'May We Suggest' are effective ways for brands to reach their target audience with timely information. This year, Allrecipes has served more than 7 billion offers through its native advertising units.

In addition to the integration of local offers, the updated version of the app includes enhanced native resolution, and 3D shortcuts for iPhone 6S using 3D Touch pressure-sensitive touches and taps.

Please visit <http://www.allrecipes.com> for additional information.

### **ABOUT ALLRECIPES**

**Allrecipes.com**, the world's largest food-focused social network, receives more than 1.3 billion visits annually from home cooks who connect and inspire one another through recipes, photos, reviews, personal collections, videos, shopping lists and profiles. Since its launch in 1997, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, every day and holiday meal solutions and practical cooking tips.

Allrecipes is a global, multi-platform brand with 19 sites and 3 mobile apps serving 24 countries in 13 languages. It is owned by Meredith Corporation, which reaches more than 100 million unduplicated American women and over 60 percent of U.S. Millennial women.

## **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) 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 a multi-channel audience of 220 million consumers monthly. 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 more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. 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.

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, St. Louis 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.

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SOURCE Allrecipes

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