Meredith Unveils Premiere Issue Of Fit Pregnancy And Baby Magazine

Country Singer Jana Kramer Graces Cover Celebrating Expectant Millennial Women and New Moms

NEW YORK, Jan. 13, 2016 /**PRNewswire**/ -- Meredith Corporation **(NYSE: MDP; www.meredith.com)** the leading media and marketing company serving over 100 million American women and 60 percent of U.S. millennial women, today unveiled the first issue of *Fit Pregnancy and Baby* magazine, which celebrates expecting and new moms.

The February 2016 issue, which features country music star and expecting mom Jana Kramer, is the latest addition to Meredith's robust media brands and digital properties focused on millennial women. The *Fit Pregnancy and Baby* brand reflects today's young women who want to feel their best throughout pregnancy and beyond, navigate new parenthood with confidence, and raise a healthy and happy baby.

"We know that our readers are the same smart, savvy, stylish women they've always been—just with a bump or a newborn," says Mindy Walker, Executive Editor, *Fit Pregnancy and Baby.* "They can't wait to become moms, yet they are also fashion-focused and wellness-minded. We're thrilled to be their go-to resource."

Fit Pregnancy and Baby covers a range of topics important to millennial expectant and new moms including beauty, nutrition, health, style, infant development, and other compelling stories, such as celebrity pregnancy. The magazine leads with **BUZZ**, the section that tracks the hottest mom trends and coolest gear in parenthood. The next section is **YOU**, which devotes pages to health, beauty, fashion and fitness. The final section, **BABY**, covers caring for a newborn, including first-year milestones.

"Modern motherhood is an incredible life stage. The journey our readers share with us on social media is full of joy – including clever "we're pregnant!" videos, gender-reveal parties, breastfeeding selfies, first steps, and everything in between," says Carey Witmer, EVP/President, Meredith Parents Network. "The *Fit Pregnancy and Baby* brand is there for each milestone, providing buzzy style and celebrity news, plus must-have gear and products, as well as sound health information for new parents."

The new *Fit Pregnancy and Baby* is published 11 times a year with a rate base of 2 million, and the brand reaches an estimated multi-platform audience of 8.4 million. **FitPregnancy.com**, the magazine's digital home, produces daily original content and is part of the Meredith Parents Network, which reaches a combined audience of 11.4 million unduplicated unique monthly visitors and social reach of over 5 million followers.

The Meredith Parents Network is a collection of five cornerstone brands –*Parents*, *FamilyFun*, *Ser Padres*, *Parents Latina* and now *Fit Pregnancy and Baby*– reflecting the multi-faceted experience of what it means to be a mom today. The Meredith Parents Network reaches these moms through dynamic media platforms that engage them in ways they can personally relate to – in the moments, places, and languages that are meaningful to them.

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 100 million unduplicated women every month, including 60

percent of American Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Allrecipes, Parents and Shape. Meredith also 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 NBC Universal.

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.

Additional information may be found online: **www.fitpregnancy.com** | Facebook: **Facebook.com/fitpregnancy** | Twitter: **@fitpregnancy** | Instagram: **Instagram.com/fitpregnancy**

Photo - **http://photos.prnewswire.com/prnh/20160113/321791**

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