

Meredith Corporation To Partner With Gluten-Free Forever Magazine

Meredith Special Interest Media to Distribute Luxury Niche Title

DES MOINES, Iowa, April 7, 2016 /[PRNewswire](#)/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the nation's leading media and marketing company serving 100 million American women and 72 percent of U.S. millennial women, today announced a partnership to publish independent magazine *GFF: Gluten-Free Forever*, beginning with the title's Spring 2016 issue ([click here](#) to see the new cover). Under this agreement, Meredith will lead advertising sales and distribution for the *GFF: Gluten-Free Forever* brand.

Launched in October 2014 by Editor-in-Chief Erika Lenkert, *GFF* is the premiere destination for followers of the gluten-free lifestyle. Published quarterly, the magazine features inspired recipes from top chefs, cookbook authors, and bloggers; tutorials for mastering gluten-free cooking; and highlights trends, products, people, and places synonymous with gluten-free living. Lenkert and her San Francisco Bay Area-based staff will continue to produce the magazine's content.

"With the increasing consumer demand for gluten-free recipes and products, *GFF: Gluten-Free Forever* fits into our portfolio of wellness-minded publications, resonating with Meredith readers who are looking to adapt a more health-conscious lifestyle," says Meredith Group Editorial Content Director Doug Kouma. "We are committed to increasing newsstand distribution of this luxury product through Meredith's established resources and vendor networks."

Meredith will retain the publication's upscale production value, publishing *GFF: Gluten-Free Forever* under its premium bookazine line with high-quality paper and printing.

Meredith Corporation will partner with *GFF Magazine* for both the Spring 2016 issue of *GFF*, available April 19; and Summer 2016 issue of *GFF*, available July 19. *GFF: Gluten-Free Forever* will have a newsstand distribution of 250,000 copies each. *GFF: Gluten Free Forever* will be available in stores nationwide for a price of \$9.99.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; 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 an audience of over 200 million monthly, including 100 million unduplicated women and 72 percent of U.S. 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.

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 660 hours of local news and entertainment content each week, and operate leading local digital destinations.

ABOUT GFF: GLUTEN-FREE FOREVER

Launched on Kickstarter in 2014, *GFF* is a San Francisco Bay Area-based independent quarterly magazine for food lovers that focuses on inspired, doable, gluten-free cooking from whole ingredients, gluten-free baking at its best, and products and destinations worth knowing about. With world-class photography, recipes, and contributors, it's an unparalleled celebration of Good Food (Forever) that happens to be Gluten-Free (Forever), too—although you'll never taste the difference.

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

SOURCE Meredith Corporation

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<https://news.people.inc/2016-04-07-Meredith-Corporation-To-Partner-With-Gluten-Free-Forever-Magazine>