

# Meredith And Pacific To Increase Reach Of Allrecipes In Australia

SEATTLE and SYDNEY, April 18, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)), a leading global media and marketing company serving women, announced it has formed a new partnership with one of Australia's leading media companies, Pacific Magazines, to expand the Allrecipes brand in Australia and New Zealand.

Allrecipes.com is the world's largest food-focused social network, serving home cooks across multiple platforms with 19 sites across 24 countries in 12 languages. In Australia and New Zealand, [allrecipes.com.au](http://allrecipes.com.au) consistently ranks among the three largest food sites. Pacific Magazines is a division of Seven West Media, Australia's leading multi-platform media company with a market-leading presence in broadcast television, digital, magazine and newspaper media.

Under the new multi-year agreement, Pacific Magazines and Allrecipes have established a powerful, collaborative partnership. Pacific will lead a wide variety of client and consumer-facing activities, including advertising sales and marketing. In addition, Pacific will use its powerful local media properties to promote, expand and monetize the Allrecipes brand. In turn, Allrecipes will lead all site innovation and management activities, including platform and product development, content management, search engine optimization and site hosting from its global headquarters in Seattle.

"We're delighted to be working with such a high quality partner to grow the Allrecipes brand in the Australia and New Zealand markets," said Allrecipes President Stan Pavlovsky. "Together, we will lead the creation of innovative digital experiences that uniquely address the interests and needs of Australian and New Zealand home cooks, while offering powerful solutions that connect the world's leading consumer brands with these highly valued consumers as they shop, cook and share daily meal experiences."

Meredith and Pacific Magazines are long-time partners for Better Homes and Gardens in Australia and New Zealand. Under Pacific's stewardship, Better Homes and Gardens is one of Australia's most beloved media brands, and its media presence includes a nationally broadcast television program and the No. 1 magazine for women.

"Pacific Magazines and Meredith enjoy a long and successful partnership," said Peter Zavec, Chief Executive Officer, Pacific Magazines. "This new partnership allows us to bring Australian and New Zealand audiences the world's leading digital food brand in Allrecipes, which fits with our business model on a number of levels. "It extends our reach, expertise and, importantly, puts data front and center of our decision-making to deliver audiences and clients more of what they want."

"We're very excited to be deepening our relationship with the strong team at Pacific," said John Zieser, Meredith's Chief Development Officer. "We have a clear and strategic goal to continue expanding our brands internationally. With its vast consumer reach, localization capabilities and leading technology, Allrecipes is a perfect vehicle for partners seeking to grow their presence in food media."

Meredith continues to seek mutually beneficial relationships with strategic partners in Europe, Asia and Latin and South America.

## About Pacific and Seven West Media

Seven West Media is Australia's leading multiple platform media company with a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian, Presto and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and PLUS7.

## **About Allrecipes and Meredith Corporation**

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. Allrecipes is a global, multi-platform brand with 19 sites and 3 mobile apps serving 24 countries in 12 languages.

Meredith Corp. ([www.meredith.com](http://www.meredith.com)) is the owner of powerful consumer brands such as Allrecipes, Better Homes and Gardens, Parents and Shape, along with cutting-edge licensing arrangements and marketing capabilities. Meredith's brands reach more than 100 million women globally, including 3 out of 4 Millennial women in the U.S., making Meredith a leading media and marketing company serving women.

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