

# Meredith Named Second Largest Global Licensor

DES MOINES, Iowa, May 19, 2016 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the leading media and marketing company serving more than 100 million American women and **75 percent of U.S. millennial women**, has been named the second largest global licensor by *License!Global* magazine. This is the fourth consecutive year Meredith's Brand Licensing group has been recognized. The ranking is based on the retail sales of goods and services sold under Meredith-owned trademarks, including **Better Homes and Gardens®**, **SHAPE®**, **Eating Well®** and **Allrecipes®**.

The annual ranking report highlights the breadth and impact of the licensed goods market. Meredith moved into second place in the 2016 rankings behind perennial leader The Walt Disney Company. Others in the top five included PVH Corp. (Calvin Klein, Tommy Hilfiger), Iconix Brand Group (DanskinNow, Mossimo) and Warner Bros. Consumer Products.

"Meredith is a leader in media brands, and our licensed products represent our strength with consumers," says Elise Contarsy, Vice President, Meredith Brand Licensing. "Our relevance in the marketplace is stronger than ever, and we're rapidly growing in the apparel, food and cookware categories."

Recently, Meredith's brand licensing group announced new licensing programs under the SHAPE, Eating Well and Allrecipes brands, growing its already robust top licensing agreements, which include a long-standing home décor and outdoor living collection of **Better Homes and Gardens** products available only at Walmart and Walmart.com; lifestyle-based home buying and selling services through the **Better Homes and Gardens Real Estate** franchise network of brokers and agents operated by Realogy; and **Better Homes and Gardens Flowers by FTD**. All of Meredith's existing licensing programs demonstrated year-over-year growth.

Meredith Brand licensing is now accepting appointments to discuss Meredith brands, including Better Homes and Gardens, EatingWell, Allrecipes, SHAPE, Traditional Home and Successful Farming, at the International Licensing EXPO in Las Vegas, June 21-23, 2016.

Meredith Corporation's robust brand licensing activities include over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S., as well as nearly 300 **Better Homes and Gardens Real Estate** offices across the U.S. and Canada. In addition, Clipper Corporation manufactures a line of cookware, bakeware and kitchen gadgets under the **Allrecipes®** brand ([www.allrecipes.com](http://www.allrecipes.com)); and floral and plant arrangements with FTD under the **Better Homes and Gardens** brand. Meredith recently launched SHAPE® activewear for women with Apparel Bridge, and Bellisio Foods is developing a line of EatingWell healthy frozen foods.

Meredith 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 consumers monthly, including more than 100 million unduplicated American women and 75 percent of 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*, *Martha Stewart Living*, *Shape*, and *Allrecipes* reaching over 70 million unique visitors per month. 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.

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SOURCE Meredith Corporation

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