

# Family Circle Magazine Unveils Redesign With September 2016 Issue

## Latest Update Features Enhanced Visuals, Intimate Reader Experience, and Focus on Audience Passion Points to Deepen Consumer Engagement

NEW YORK, Aug. 9, 2016 /PRNewswire/ -- **Family Circle**, the number-one-selling food and family magazine in the U.S. with an audience of 16 million monthly readers, today unveiled a new design with the September 2016 issue, available on newsstands nationwide today. The research-based and consumer-driven redesign reflects *Family Circle's* ongoing commitment to readers by offering them a more modern and personalized experience.

Beginning with the September 2016 issue, *Family Circle* introduces a new logo with refreshed layouts and fonts and bolder photography. The popular title will continue to offer its signature modern, relevant content written for today's moms raising tweens and teens.

"The new *Family Circle* focuses on the needs of leading millennial moms who are raising Generation Z – women who are influencers inside the home and out," says *Family Circle* VP/Editor in Chief Linda Fears. "We're always striving to cultivate their passions for everything from cooking, healthy living and home decorating to style and community involvement – all while guiding them through the ups and downs of family life. In future issues, we'll focus on curating content that will drive compelling conversations on social media for our diverse community of 16 million readers."

*Family Circle's* energetic refresh creates easier navigation, including more entry points, quick takeaways and engaging story formats. "The vibrant images and thought-provoking text will resonate with our readers who are looking for original ideas and a leisurely experience as well as those searching for an in-depth perspective on the issues and causes they care most about," says Fears.

Anton loukhnovets, an award-winning designer and creative director of loukhnovets Studio, envisioned the magazine's new aesthetic identity. loukhnovets has created signature designs for brands such as *GQ*, *W*, *Allure*, *The New York Times Magazine* and many others. "We're using warm color palettes, stylish fonts and inviting cover portraits to evoke a mood and seasonality. By arranging the information in a playful, informal way, we aim to add more inspiration to a modern woman's busy life," says loukhnovets.

"Our readers are the busiest women in America," says *Family Circle* VP/Publisher Lee Slattery. "By giving them ideas for staying up-to-date and organized in all aspects of their lives while connecting them to popular influencers and experts in its pages, we're working even harder to serve up content that matters most to them."

Major advertisers in the September issue feature such well-known brands and marketers as **Allergan**, **Coca-Cola**, **Maybelline New York**, **Waverly**, **Aveeno**, **Kraft** and **Olay**, among others.

**Meredith reaches a total of 102 million women**, including 3 out of 4 millennial women, across its broad portfolio of magazine and digital brands. *Family Circle* is part of Meredith's portfolio of multi-platform brands that includes *Allrecipes*, *Rachael Ray Every Day*, *SHAPE*, *Better Homes and Gardens*, and *Martha Stewart Living* among others, as well as 34 special-interest media publications such as *Eat This, Not That!*

For additional information, please visit [www.familycircle.com](http://www.familycircle.com).

## **ABOUT FAMILY CIRCLE**

*Family Circle* offers women engaging content, candid advice and the peace of mind to raise a happy, healthy family. Reaching 16 million readers each month via an award-winning print magazine, robust website, tablet editions and social networks, *Family Circle* understands what inspires women and encourages them to celebrate life's milestones. *Family Circle* owns and operates the Volvo Car Open, the world's largest women's-only tennis tournament. The event is held annually at Volvo Car Stadium in Charleston, SC. *Family Circle* is published 12 times a year by Meredith Corporation (NYSE: MDP) ([www.meredith.com](http://www.meredith.com)) with a circulation of 4 million.

## **ABOUT MEREDITH CORPORATION**

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 more than 102 million unduplicated American women and nearly 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 82 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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