

Better Homes & Gardens Reveals New Logo With January Issue

New Identity System Reflects Expansion Across Multiple Media and Brand Platforms

NEW YORK and DES MOINES, Iowa, Dec. 12, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the nation's leading media and marketing company serving more than 100 million unduplicated American women and nearly three out of four U.S. Millennial women, today unveiled a new logo for ***Better Homes & Gardens***, its flagship lifestyle, home and food brand.

The new *Better Homes & Gardens* logo and identity system will be unveiled with the January 2017 issue featuring actress, singer and dancer Julianne Hough on the cover. It will be available on newsstands starting December 20. The new identity system will also begin appearing on Meredith's digital and social platforms shortly thereafter.

According to Stephen Bohlinger, VP and Group Publisher, the new identity system reflects the explosive growth of *Better Homes & Gardens* on multiple platforms including:

- America's leading lifestyle magazine with a 7.6 million circulation and 40 million readers;
- The brand's digital platform, BHG.com, which reaches over 12 million consumers monthly;
- Mobile and social platforms which include 1 million Pinterest followers, 3 million Facebook likes, 300,000 Instagram followers, 150,000 Twitter followers and 5 million mobile app downloads; and
- A broad and expanded array of licensed home décor, kitchen, bath and other products at Walmart.

The new logo and identity system now includes an ampersand, reflecting the evolution of the brand since its last update in 1965. The new logo also uses a distinctive custom bold serif typeface that places equal balance and weight on its components. It was created in consultation with Lippincott, one of the nation's premier brand identity companies, who also created the new Meredith Corporation logo and identity system in 2009.

"We believe this new logo is fresh, modern and adaptable," says Stephen Orr, Editor-in-Chief, *Better Homes & Gardens*. "We wanted to create an identity system that can connect all *Better Homes & Gardens* platforms and extensions and one better suited for multiple uses, particularly in today's rapidly changing digital environment."

Orr notes that by creating a consistent, cohesive brand identity that is recognizable in print, online and in-market, readers, friends and fans will be better connected to *Better Homes & Gardens* as a whole, driving an even greater awareness and affinity for the brand.

For additional information please visit, <http://www.bhg.com/>

ABOUT BETTER HOMES & GARDENS

Better Homes & Gardens serves, connects and inspires readers who infuse color and creativity into each aspect of their lives. Reaching 40 million readers a month via the most trusted print magazine, the brand also extends across a robust website, multiple social platforms, tablet editions, mobile apps, broadcast programs and licensed products. Better Homes & Gardens fuels our readers' passions to live a more colorful life through stunning visuals, a balance of substance and surface, and a blend of expert and reader ideas. Better Homes & Gardens is published 12 times a year by Meredith Corporation, with a rate base of 7.6 million.

Additional information may be found at www.bhg.com | Facebook: [facebook.com/mybhg](https://www.facebook.com/mybhg) | Twitter: twitter.com/bhg | Pinterest: [pinterest.com/bhg/](https://www.pinterest.com/bhg/) | Instagram:

[instagram.com/betterhomesandgardens](https://www.instagram.com/betterhomesandgardens).

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP**; www.meredith.com) has been committed to service journalism for 115 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 more than 100 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as *Better Homes and Gardens*, *Allrecipes*, *Parents*, *Shape* and *EatingWell*. 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. and at walmart.com. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, TGIFriday'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 nearly 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

Photo - <http://photos.prnewswire.com/prnh/20161209/447477>

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

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