

# Meredith And Andrews McMeel Universal Launch "Posh Coloring Studio" Coloring Book Club For Adults

## Featuring Unlimited On-Demand Access to Over 1,000 Unique Designs; 50+ New Designs Every Month

NEW YORK, May 3, 2017 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) – publisher of *Better Homes & Gardens*, *SHAPE* and *Parents*, and the leading media and marketing company with national brands serving more than 110 million American women, and **Andrews McMeel Universal** (AMU) – a global integrated media company and publisher of the Posh brand of adult activity and coloring books, today announced the launch of the **Posh Coloring Studio**, the first on-demand, all-access coloring club for adults.

The Posh Coloring Studio is being offered to millions of women across the Meredith Digital network of sites, as well as to AMU's large, engaged audience of coloring enthusiasts. Membership to the Posh Coloring Studio is available in an annual or quarterly plan for an equivalent monthly price of \$5.99 or \$7.99. Free one-week trial memberships are now available at [PoshColoringStudio.com](http://PoshColoringStudio.com).

The Posh Coloring Studio offers unlimited access to curated designs from top coloring creators, including Thomas Kinkade and Flora Chang, as well as exclusive designs from Meredith brands such as *Martha Stewart Living*, *SHAPE* and *Better Homes & Gardens*.

Fifty new coloring designs will be uploaded to the platform each month, providing a rich supply of fresh content for the studio's members. All of the designs are printable, with coloring completed offline, and members can print as many copies of their favorite designs as they want.

Members also have access to exclusive editorial features – including professional coloring tips, tricks and techniques, news about the latest coloring trends and inspirational content from a dedicated editorial team – plus the ability to connect through social communities and share their work with fellow Posh Coloring Studio subscribers.

"With Posh Coloring Studio, we're giving our users a new way to extend and deepen their relationship with Meredith brands," said Meredith's Andy Wilson, SVP, Consumer Revenue. "Posh Coloring Studio lets them express their creativity and 'de-stress' offline, while being part of a vibrant digital community of like-minded individuals."

Adult coloring books continue to top bestseller lists, with an estimated **12 million sold** in the U.S. in 2015, according to Nielsen Bookscan. "Adult coloring books" was among the Top 20 most-searched terms on Amazon this winter. Coloring books are increasingly used to help adults reduce stress and promote overall wellness.

"We are excited to partner with Meredith to launch the Posh Coloring Studio," said Andy Sareyan, president and CEO of AMU. "Together, we can reach more than 70 percent of U.S. Millennial women, and provide them a unique experience that marries the best of adult coloring with the sense of social community only a digital platform can provide."

"Posh Coloring Studio offers more than just designs, though we do have the most beautifully-curated collection of unique, artist-quality coloring pages," Sareyan continued. "The community component, providing a place for people to celebrate their mutual love of coloring in a supportive and creative environment, plus inspiration to enrich the coloring experience, make it truly unique."

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 years. Today, Meredith uses multiple 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 110 million unduplicated women every month, including more than 70 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, parenting and health through well-known brands such as Better Homes & Gardens, Parents, SHAPE, Allrecipes and EatingWell. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. 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 The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBC Universal.

### **ABOUT ANDREWS MCMEEL UNIVERSAL**

Founded in 1970, Andrews McMeel Universal is the world's largest independently owned feature syndicate and a publishing industry leader. Distinguished by a creator-first approach and the uncanny ability to tap into the zeitgeist of popular culture, Andrews McMeel specializes in comics, illustrated humor and inspirational content, with a remarkable roster of talent across syndication, book, calendar, and greeting card publishing, digital consumer experiences, and entertainment licensing, including dozens of *New York Times* bestselling authors and Pulitzer Prize-, Reuben Award-, and Emmy-Award-winning creators.

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For further information: Meredith: Kristin Kovner, K-Squared Strategies: [kristin@ksquaredstrategies.com](mailto:kristin@ksquaredstrategies.com); (646)-847-8147, Art Slusark, Chief Communications Officer, Meredith: [art.slusark@meredith.com](mailto:art.slusark@meredith.com); (515) 284-3404, AMU: Shelly Barkes, Senior Brand Manager, Andrews McMeel Universal, [sbarkes@amuniversal.com](mailto:sbarkes@amuniversal.com), 816-581-7498

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