

Rachael Ray Every Day Magazine Unveils Redesign With November 2017 Issue

NEW YORK, Oct. 19, 2017 /PRNewswire/ -- Meredith Corporation (NYSE:MDP, www.meredith.com), the nation's leading media and marketing company serving 110 million unduplicated American women and 70 percent of U.S. millennial women—today debuted a fresh, new look and feel for *Rachael Ray Every Day* magazine. The redesign, which debuts in the November 2017 issue available on sale nationwide October 24, reinforces the brand's commitment to readers by offering a more contemporary and personalized experience.

The redesign includes a vibrant and elevated approach to photography and visuals, updated layouts and formats, and a revamped editorial lineup. The dynamic refresh offers a modern, easy-to-navigate format with an opportunity for readers to engage with Rachael on a personal level.

Led by newly appointed editor in chief/content director Lauren Iannotti, the print redesign was a collaborative team effort with art director Phoebe Flynn Rich, *Allrecipes* creative director Mike Belknap, and design consultant Jen Walter. *Rachael Ray Every Day* continues to offer its signature trusted content across food, home, lifestyle, travel, and entertaining. It aims to showcase the voice of an authentic, beloved personality and bring to life Rachael's fun, energetic attitude while surprising and delighting readers along the way.

"We studied feedback from readers, talked a lot with Rachael about the evolution of her brand, and followed the market, and then decided it was time for an update," says Iannotti. "The redesign captures a more sophisticated side of Rachael without losing the fun. The look is cleaner and cooler with an Insta-intimacy that our audience looks for. It's a bit more upscale, but not uptight."

Rachael Ray Every Day restructured the magazine, creating four distinct departments:

- **On Our Radar:** A bitsy, beautiful front-of-book section full of news and trends spotted by Rachael herself and our team of in-the-know editors.
- **Real Food:** A series of visually distinct recipe franchises that hit the busy person's bull's-eye—fast, easy, fresh, and delicious.
- **The Well:** Where zeitgeist-y stories get the deep-dive treatment with lush, sumptuous food photography and spectacular design.
- **Real Life:** All about your home and the people (and animals!) who fill it—interior upgrades, DIY decorating, entertaining, family moments, and heartstring-tugging pet stories.

"It was important for us to celebrate Rachael herself and the iconic brand's success to date, while also giving the magazine a fresh and innovative upgrade," says Meredith Food Group EVP and group publisher Carey Witmer. "*Rachael Ray Every Day* can now connect with readers in a deeper and more meaningful way, while advertisers have a tremendously influential platform to reach their consumers."

The November 2017 issue features a first-to-market double die-cut unit from Swanson on the front cover.

Meredith reaches nearly three out of four millennial women across its broad portfolio of magazine and digital brands. *Rachael Ray Every Day* is part of Meredith's portfolio of food-focused brands, which includes *Allrecipes*, *EatingWell*, *Family Circle*, and *Martha Stewart Living*, as well as 34 special-interest media publications such as *Eat This, Not That!*

For additional information, please visit us at www.rachaelraymag.com.

ABOUT RACHAEL RAY EVERY DAY

Launched in 2005, *Rachael Ray Every Day* embodies Rachael's can-do spirit and relax-the-rules attitude. We serve up delicious recipes, home and decor advice, travel tips, beauty and fashion trends, and shopping tricks that save our audience time and money. The brand is funny and relatable, messy and *real*, and, just like our namesake, we're all about finding adventure in the everyday and moving fun to the top of the to-do list! *Rachael Ray Every Day* is an award-winning multiplatform brand published 10 times a year, with a rate base of 1.7 million.

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 110 million unduplicated women every month, including 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, Allrecipes, Parents and SHAPE. 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., Benjamin Moore, Allergan, TGIFriday's and WebMD.

Meredith's Local Media Group includes 17 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 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation; Rachael Ray Every Day

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