

# Meredith Corp Launches "BH&G Insider" Membership Program, Granting Exclusive Editorial Access And Partner Savings To Millions Of Readers

## BH&G Insiders Will Get Access to Custom Content And Exclusive Partner Offers Through New Membership Program

DES MOINES, Iowa and NEW YORK, Nov. 7, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 110 million unduplicated U.S. women and 70 percent of American Millennial women, today launched "BH&G Insider," a membership program designed to bring even more of the *Better Homes & Gardens* brand to loyal readers worldwide.

BH&G Insiders will be granted unprecedented access to BH&G content, as well as exclusive offers from their favorite brands including Overstock, Houzz and Havenly, and a wide range of deals and discounts from 20+ home, appliance, décor, and food partners.

Additional highlights of becoming a BH&G Insider include:

- \$199 in Professional Interior Design services, courtesy of Havenly
- Deals and discounts totaling over \$300 in annual retail savings across 20+ retailers
- Unlimited Access to all 95+ years of the BH&G Archive
- Downloads of BH&G's most-popular eBooks
- Access to a new dedicated portal on BHG.com featuring three exclusive editorial content sections including: *Sneak Peeks* – giving readers a behind-the-scenes look at the magazine; *Timeless Traditions* – featuring content from the BH&G archive; and *The Next Big Thing* – showcasing the latest trends from BH&G experts

"Our loyal print and digital audience has been looking for ways to deepen their relationship with *Better Homes & Gardens*," said Stephen Orr, Editor-in-Chief of *Better Homes & Gardens*. "With BH&G Insider, we're not only giving our readers exclusive access to our editors, but also connecting them with the community of experts and services providers who can help them take the inspiration they see on our pages and turn it into a reality."

To celebrate the program's launch, BH&G Insiders will receive a \$199 credit from leading online interior design firm Havenly to help transform their homes. This credit may be used for a "Havenly Full" complete room design, or for two smaller "Havenly Mini" room refreshes.

"We are so excited about our interior design partnership with *Better Homes & Gardens*," said Lee Mayer, Co-Founder and CEO of **Havenly**, an online interior design and e-commerce platform. "We feel especially aligned with BH&G as we are both helping to improve people's homes and create beautiful spaces. Through the BH&G Insider, the BH&G audience can now work directly with a Havenly designer to transform their homes in a delightful, and even more affordable, way!"

BH&G Insider will be promoted across Meredith Digital properties, via dedicated emails and social posts, and with call-outs in *Better Homes & Gardens Magazine*.

BH&G Insider membership costs \$6/month, billed annually, or \$8/month, billed quarterly. For a limited time, *Better Homes & Gardens* is offering an introductory annual rate of \$5/month. You can join now

at [www.bhg.com/insider](http://www.bhg.com/insider).

## **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 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, SHAPE, Martha Stewart Living and The Magnolia Journal. 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 NBCUniversal.

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.

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