

The Magnolia Journal Named To Ad Age's "Magazines of the Year" List

NEW YORK, Dec. 4, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; meredith.com) – the leading media and marketing company with national brands serving more than 110 million American women including 70 percent of all U.S. female Millennials – is pleased to announce that *The Magnolia Journal* has been named to Ad Age's "Magazines of the Year" list.

In its first year on newsstands, *The Magnolia Journal* has showcased the monumental presence and impact of Chip and Joanna Gaines and their Magnolia brand. With only five quarterly issues published to date, this magazine's launch was one of if not the best in Meredith Corporation's 115-year history, raising its rate base to 1.2 million for the Spring 2018 issue.

Under the editorial direction of Joanna Gaines, the magazine brings the Magnolia brand—which she and her husband Chip founded in Waco, Texas—to life in print. *The Magnolia Journal* was named "Hottest Newcomer" on *Adweek's* Annual Hot List last month and won several FOLIO awards in its premier year, including two Ozzies and an Eddie.

"We are thrilled with the success of *The Magnolia Journal*. Launching just over a year ago, the Magnolia brand has a tremendous presence in the marketplace to consumers and advertisers," said Meredith's President of the National Media Group, Jon Werther. "*The Magnolia Journal* is one of Meredith's many outstanding titles, and we are looking forward to continued success in 2018."

The Magnolia Journal is one amongst Meredith Corporation's large portfolio of successful print and digital brands. For more information regarding Meredith Corporation, head to Meredith.com.

ABOUT THE MAGNOLIA JOURNAL

The Magnolia Journal is a quarterly lifestyle magazine from Magnolia, a Waco, Texas-based home and lifestyle brand founded in 2003 by Chip and Joanna Gaines. The magazine offers readers fresh inspiration for the home and beyond.

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 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.

SOURCE Meredith Corporation

For further information: Meredith: Liz Malone, Senior Publicist, The Magnolia Journal:
liz.malone@meredith.com; 212-551-7172 or Magnolia: Brock Murphy, Director of Public Relations;
brockmurphy@magnoliamarket.com; 254-495-2402

<https://news.people.inc/2017-12-04-The-Magnolia-Journal-Named-To-Ad-Ages-Magazines-of-the-Year-List>