

Meredith's Health Magazine Reveals New Look In January/February Issue

NEW YORK, Dec. 13, 2018 /PRNewswire/ -- Meredith Corporation's (NYSE: MDP, Meredith.com) Health magazine, the trusted authority in wellness, reaching an audience of nearly 29 million, announced today that its January/February issue marks the debut of an updated design with a cleaner look and bolder typography. The issue's cover features actress Connie Britton, photographed by Peggy Sirota. It is on newsstands next week, with more information and content online at Health.com.

Since joining the Health team in June 2018, Editor in Chief Amy Conway has led the brand's creative team to provide the magazine's audience with inspiring and empowering information that speaks to the way people think about wellness today. The new design, overseen by Executive Creative Director Agnethe Glatved, aims to strike a balance between science-based content and healthy living—to be warm and inviting to the reader. The magazine's sections are delineated with vertical tabs for a workbook-like effect, and the overall design is clean, organized and modern, letting the photography shine.

"Being healthy has become a way of life. We provide the answers and inspiration that our readers need to take charge of their health in every way, every day," said Conway. "This new look is strong, intelligent and pretty. It brings our readers into our pages and conveys a positive and motivating tone—whether we're presenting a new way to work out, the latest in skin care, nutritious dinners, or even information about conditions and challenges our readers may face."

In addition to Conway, the Health brand has new leadership on the advertising side. Brendan Smyth, a magazine media veteran, is now Publisher of Health.

"There's been a lot of excitement about this brand in the marketplace, and the advertising community has been extremely receptive to the redesign," says Smyth. "I'm thrilled to be leading this team and excited about what is to come for the Health brand."

Health's refreshed look is a celebration of print and what it does best: drive discovery and engagement through carefully curated, well-researched content. The magazine has added an Advisory Board of experts—renowned doctors, nutritionists, trainers, and other professionals—who will collaborate with the editors and lend their expertise to the brand. Additionally, updates in the issue include a revamp of Health's magazine's main sections, including:

- **BEAUTY:** Whether covering skin care, hair care or makeup, Health offers smart stories about the latest and greatest, going beyond simple recommendations to explain *why* and *how* products and procedures work.
- **BODY AND MIND:** This section will deepen the reader's understanding of her body so she can care for herself with confidence.
- **FOOD:** Health offers a roadmap for eating well, solving problems, offering shortcuts and strategies, and navigating all confusing/contradictory advice out there about what to eat.

ABOUT HEALTH

With 9 million monthly readers, Health has been the trusted source for all things relating to wellness for more than 30 years. Offering solid, science-backed advice on physical and mental health, exercise, skin care and beauty, nutrition, and much more, Health consistently empowers readers with information. With a total reach of nearly 29 million, Health attracts a wide, multi-generational audience across platforms. Additional information can be found at Health.com.

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 nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty and fashion. 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 The Foundry, the company's state-of-the-art creative lab and content studio. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

SOURCE Meredith Corporation

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Additional assets available online:  [Photos \(1\)](#)

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