

# Meredith Corporation's PEOPLE And Allrecipes Join Forces To Bring Exclusive Red Carpet Content To More Than 40 Million Women This Awards Season

## New Editorial Partnership, Sponsored by Reynolds Wrap , Philadelphia Dips, and Glad , Features Custom-Curated Food and Entertainment Content

DES MOINES, Iowa and NEW YORK, Jan. 14, 2019 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving more than 175 million unduplicated American consumers every month, today announced that two of its flagship brands, PEOPLE and Allrecipes, are partnering to bring custom-curated food and entertainment content to more than 40 million women this awards season. Reynolds Wrap, Philadelphia Dips, and Glad are the inaugural sponsors of this collaboration, which marks the first time the two Meredith powerhouses have worked together to create and cross-publish content in their print editions.

This red carpet editorial partnership provides millions of home cooks and entertainers with the tools they need to create a top award show viewing experience for their friends and family. The content includes entertaining ideas, celebrity-contributed recipes, cooking tips, and recipes from the Allrecipes community. For example, Chef Wolfgang Puck, known for serving Hollywood A-listers during awards season, shares his plan for creating a star-worthy red carpet gathering and reveals his own favorite dishes with easy, crowd-pleasing recipes. Allrecipes features the content in its February/March 2019 issue on newsstands now. PEOPLE features the content in its January 21, 2019 issue on newsstands now.

"We're thrilled to help bring this first-ever partnership between two of the world's leading consumer media brands to life. PEOPLE and Allrecipes are leaders in entertainment and food content," Doug Olson, President of Magazines at Meredith Corporation. "This collaboration combines our editorial prowess with the excitement of awards season. Together, we're inspiring our readers to plan and host their best viewing parties yet while capitalizing on the premium brands within our portfolio in the unique way that only Meredith can."

PEOPLE readers are 38 percent more likely to tune in to award shows, while Allrecipes users are 21 percent more likely than the average U.S. adult to be frequent entertainers (entertaining at home more than twice per month), according to comScore Fusion

### **ABOUT MEREDITH CORPORATION**

Meredith's National Media Group reaches more than 175 million unduplicated American consumers every month, including over 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 entertainment, food, lifestyle, parenting and home. Meredith is the No. 1 magazine operator in the U.S. and owner of the largest premium content digital network for American consumers. Meredith's leading national brands include PEOPLE, Better Homes & Gardens, InStyle, Allrecipes, REAL SIMPLE, Southern Living and Martha Stewart Living. 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 at [walmart.com](http://walmart.com). Meredith's National Media Group also includes leading affinity marketer Synapse and The Foundry, the company's state-of-the-art creative lab and content studio.

SOURCE Meredith Corporation

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