

# **BrandStar's Award-Winning Shows Airing On Lifetime, 'Balancing Act,' 'Designing Spaces,' 'Military Makeover' & 'Access Health,' To Partner With Family Circle, America's Trusted Brand For Busy Moms With Teens And The Third Largest Women's Monthly Magazine**

**With the USA Media & Entertainment Industry Being One of the Largest in the World, Production Companies and Publishers Find New Strength through Collaboration, Enabling Each Entity to Offer Broader and More Value to Consumers**

NEW YORK and DEERFIELD BEACH, Fla., March 7, 2019 /PRNewswire/ -- With show programming that is primarily focused on women, **BrandStar's** company mission is to be the ultimate matchmakers, aiming to connect people to brands to do life better. It's this driving force that brought them to develop a partnership with **Meredith Corporation's Family Circle**. Family Circle's mission is similar – the brand is dedicated to simplifying and problem solving for women through the challenges of everyday life.

The new partnership will feature Family Circle's Editor in Chief **Cheryl Brown** and the editorial experts of Family Circle on several BrandStar shows. At the same time, these shows will be highlighted to 4 million subscribers and roughly 13 million readers per issue.

"We are thrilled to create this perfect marriage of print and TV and increase and enhance content for both our audiences," said Mark Alfieri, BrandStar's Founder and CEO. "Our relationship is focused on the same outcomes and will serve to strengthen our united mission of connecting the right brands with the people who need them most."

"Joining forces with BrandStar enables us to reach new, engaged audiences who are passionate about the lifestyle content we cover. We're excited to be delivering the same access to BrandStar's audience and are looking forward to this collaboration," said Cheryl Brown, Family Circle Editor in Chief.

**About BrandStar:** We're matchmakers; connecting People to Brands to Do Life Better. BrandStar has unparalleled experience in creating customized educational content for brands with laser targeted extensive distribution through their multi-channel network ecosystem & methodology. From Original television programming, BrandStar.tv, social media, digital marketing, to media management, and PR; BrandStar helps brands connect with the right consumer, at the right time, with the right message, through all the right channels.

**About Meredith Corporation:** Meredith has been committed to service journalism for more than 115

years. 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 175 million unduplicated American consumers every month, including over 80 percent of U.S. millennial women. 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 Local Media Group includes 17 television stations reaching 11 percent of U.S. households.

SOURCE Family Circle

For further information: Family Circle, Jill Davison, 212-522-0105, Jill.Davison@meredith.com, or Amalia Carusone, 212-522-0861, Amalia.Carusone@meredith.com, or BrandStar, Kris Kosciusko, 954-975-8147, KrisK@Brandstar.com

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