

Meredith Corporation Brands PEOPLE, Allrecipes and Better Homes & Gardens Rank No. 1, No. 2 and No. 8 Of Top 10 Largest Brand Audiences Across Platforms

Nine Meredith Brands Featured in Latest Alliance for Audited Media's Magazine Media 360° Brand Audience Report: Southern Living, Entertainment Weekly, EatingWell, Martha Stewart Living, Magnolia Journal and PARENTS

NEW YORK, Feb. 11, 2021 /PRNewswire/ -- **Meredith Corporation's** (NYSE: MDP) category-leading brands—PEOPLE, Allrecipes, Better Homes & Gardens, Southern Living, Entertainment Weekly, EatingWell, Martha Stewart Living, Magnolia Journal and PARENTS—have achieved significant performances in audience rankings, according to the latest Magazine Media 360° Brand Audience Report produced by the Alliance for Audited Media (AAM) for December 2020, covering nearly 100 magazine brands and 21 publishing companies.

PEOPLE ranks No. 1 in Total Brand Audience across platforms at 88.0 million, followed by Allrecipes at No. 2 with 75.1 million and Better Homes & Gardens at No. 8 with 35.4 million.

"We're proud of our talented teams for their continued passion and commitment to informing and enriching the lives of our massive audiences, which reach nearly 95% of all women nationwide. There has never been a more important time for providing essential and inspiring fact-based content and storytelling," said Catherine Levene, President, Meredith's National Media Group.

Other highlights are as follows:

PRINT & DIGITAL AUDIENCE:

- **PEOPLE** ranks No. 2 with **27.5 million**
- **Better Homes & Gardens** ranks No. 3 with **25.6 million**
- **Southern Living** ranks No. 8 with **12.7 million**

WEB AUDIENCE:

- **Allrecipes** ranks No. 2 with **12.4 million**
- **PEOPLE** ranks No. 6 with **5.4 million**

MOBILE WEB AUDIENCE:

- **Allrecipes** ranks No. 1 with **47.6 million**
- **PEOPLE** ranks No. 2 with **44.5 million**
- **Entertainment Weekly** ranks No. 9 with **14.8 million**

VIDEO AUDIENCE:

- **PEOPLE** ranks No. 6 with **10.6 million**

Meredith brands also performed well in the Average Monthly Audience percentage growth comparison for December 2020 versus 2019. **Entertainment Weekly's** print and digital audience increased 16.2% at No. 7 in the set. **EatingWell's** web audience rose 119.5%, ranking No. 3 in the set, followed

by **Martha Stewart Living** at No. 4 with a 117.6% increase. **Magnolia Journal's** mobile web audience rose 68.6%, ranking No. 10 in the category. **PARENTS'** video audience grew 226.1% at No. 3 in the set, while **EatingWell's** Video Audience rose 118.0% for a No. 6 ranking.

For more information about the AAM report, click [here](#).

ABOUT MEREDITH CORPORATION'S NATIONAL MEDIA GROUP

Engaging 95 percent of American women across every stage and every day of their lives, Meredith Corporation's National Media Group is home to 40+ iconic brands, including PEOPLE, Better Homes & Gardens, Allrecipes, Southern Living, REAL SIMPLE and Magnolia Journal. The company provides trusted content and experiences that resonate with a massive, highly receptive audience, reaching consumers where they are across digital, magazines, social platforms, video, audio and connected home assistants. Meredith's powerful brands have enabled the company to become the No. 2 licensor globally, including more than 3,500 SKUs of branded products at **Walmart**. Meredith's businesses also include leading affinity marketer **Synapse**, award-winning creative content studio **Foundry** and the Meredith Data Studio.

SOURCE Meredith Corporation

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<https://news.people.inc/2021-02-11-Meredith-Corporation-Brands-PEOPLE-Allrecipes-and-Better-Homes-Gardens-Rank-No-1-No-2-and-No-8-Of-Top-10-Largest-Brand-Audiences-Across-Platforms>