

# Leading Digital Lifestyle Brand HelloGiggles Launches Print Edition

## Magazine Will Be Sent to Select Millennial PEOPLE Subscribers

(New York, NY, April 18, 2018) – **HelloGiggles**, a leading millennial digital brand, today announced the launch of its first print edition. The inaugural issue will arrive April 18 in the homes of select PEOPLE subscribers age 18-39. The biannual publication, which will have an initial run of 500,000 copies, will mirror the digital brand with a focus on the positive aspects of culture, female empowerment, style, relationships, friendship, careers, and news that matters to young women.

“The genesis of HelloGiggles’ print edition came from the data that 60% of our Instagram followers said they would read a print issue of their beloved brand, so we responded,” said Cece Ryan, Publisher at Meredith Corporation. “Our marketing partners enthusiastically embraced this opportunity to be in front of HelloGiggles’ youthful and loyal audience on any platform they enjoy.”

Advertisers in the first issue, which will have limited newsstand distribution, are predominantly from the beauty category. Content includes beauty and fashion advice, book recommendations from authors, thoughtful first-person essays, inspiring quotes, and games and puzzles intended to help readers bond with their “bff.”

HelloGiggle’s parent company, Meredith Corporation, has a successful history of launching print from digital and television brands, as demonstrated with *Allrecipes* which has nearly tripled its circulation from 500,000 to 1.4 million since launching in 2013; *Magnolia Journal*, the magazine from Chip and Joanna Gaines which debuted in 2016 and recently won MPA’s Magazine Launch of the Year; and, *Hungry Girl* which launched in January 2018.

“We have a great track record at Meredith of extending brands through print,” said Doug Olson, President of Meredith’s Magazine Group. “In the recent past, we have seen huge consumer response to new magazines at newsstand and large subscription increases over a short time period. When you have that kind of success with consumers and advertising partners, it’s a good business model.”

HelloGiggles was founded by Zooey Deschanel, Sophia Rivka Rossi and Molly McAleer and debuted online in 2011. It was acquired by Time Inc. in 2015 and became part of the Meredith portfolio in 2018.

### ABOUT HELLOGIGGLES

HelloGiggles is a positive community for women, covering the latest in beauty, fashion, entertainment, lifestyle, female empowerment, culture, relationships, friendship, career, and issues that matter most to young women’s lives. Founded by Zooey Deschanel, Molly McAleer, and Sophia Rossi in 2011, it is now part of the Meredith Corporation.

### ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE:MDP**) ([www.meredith.com](http://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 200 million unduplicated American consumers every

month, including 85% 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. The Meredith National Media Group also includes 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. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 and 13 in Top 50 markets. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

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