

Meredith Corporation Names Tiffany Johnson Vice President of Innovation & Data

Des Moines, Iowa, September 1, 2021 – Meredith Corporation (NYSE:MDP), announced today that Tiffany Johnson has been named Vice President of Innovation & Data. Johnson joins Meredith as the company expands its digital reach and grows its digital advertising and consumer-related revenues.

In her role, Johnson will consult with internal stakeholders and executive-level clients on strategic, ethical, and privacy-conscious data partnerships that leverage the value of Meredith's unparalleled editorial expertise, the depth of the company's first-party data, and the scope of the company's capability to understand consumer intent.

"We are thrilled that Tiffany is joining our team to accelerate our leadership in first-party data, driving superior experiences for consumers and results for advertisers," said Marla Newman, Executive Vice President – Digital Sales. "In the past year alone, Meredith's digital engagement rose 16%, and video views across our owned-and-operated sites climbed 45%, while our content drove over \$1.2 billion in retail sales from our shopper and e-commerce capabilities. With innovative, ethical, data-driven professionals like Tiffany leading our team, we are confident our digital strategy will continue to deliver top results for Meredith and our partners."



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Johnson joined Meredith in July 2021 and brings more than a decade of experience in media, data, and technology. At some of the world's largest marketing and advertising agencies, she focused on cross-channel consumer journey mapping and programming, audience segmentation, data privacy, and innovative and ethical first- and third-party data strategies for Fortune 100 clients.

"Meredith holds a distinct and exciting place in the market today," Johnson said. "Its long history of editorial excellence, the strength of the brand portfolio, and the depth of consumer loyalty all form the foundation for sustained growth in today's privacy conscious world. The company's investment in data-driven innovation is re-writing the playbook in today's competitive marketplace, making it easier to connect with consumers across all platforms. I look forward to driving innovative offerings and partnerships that create opportunities to build on consumer relationships."

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP) a leading media company for nearly 120 years, produces service journalism that engages audiences with essential, inspiring, and trusted content. Meredith reaches consumers where they are across multiple platforms including digital, video, magazine, and broadcast television.

Meredith's National Media Group reaches nearly 95 percent of all U.S. women and more than 190 million unduplicated American consumers every month through such iconic brands as PEOPLE, Better Homes & Gardens, Allrecipes, Southern Living, and REAL SIMPLE. Meredith's premium digital network reaches more than 150 million consumers each month. The Company is the No. 1 U.S. magazine operator with 36 million subscribers and the No. 2 global licensor with robust brand licensing activities that include a Better Homes & Gardens partnership with Walmart.

Meredith's Local Media Group portfolio includes 17 television stations reaching 11 percent of U.S. households and 30 million viewers. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 markets, including Atlanta, Phoenix, St. Louis, and Portland, and 13 stations in the Top 50.

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<https://news.people.inc/news-releases?item=137606>