

# ELIZABETH MCDONOUGH PROMOTED TO MARKETING DIRECTOR FOR MIDWEST LIVING MAGAZINE

NEW YORK (October 10, 2005)-Meredith Corporation [NYSE: MDP] announced today that Elizabeth McDonough has been promoted to Marketing Director of Midwest Living magazine, effective immediately. She will replace Julie Baker who was recently named Marketing Director of Family Circle magazine, another Meredith title.

Most recently McDonough served as Promotion Director for Midwest Living. Before joining Meredith in January 2000, McDonough was Promotion Director for Ellemagazine. She also served as Special Projects & Events Manager for Elle and Copy Manager for Mademoiselle. McDonough started her career as an Account Executive for Ted, Inc., a special events and publicity agency that focused mainly on magazine accounts.

"We are excited to promote Beth. Her accomplished background and experience is a winning combination as we expand our marketing platforms," said Peter Gross, publisher of Midwest Living. "During her tenure with Midwest Living, the magazine's events and marketing programs - from our annual Idea Homes to our Best of the Midwest initiative - have grown bigger and better."

McDonough received a bachelor's degree from Barnard College. She is based in Meredith's New York offices at 125 Park Avenue.

#### About Midwest Living

Midwest Living ([www.midwestliving.com](http://www.midwestliving.com)), published by Meredith Corporation (NYSE: MDP), is a regional publication that celebrates the richness of life in the Midwest. Founded in 1987, the magazine is dedicated to providing its readers a wealth of region-specific information and inspiration, focusing on travel and events, food and dining, and home and garden, as well as other editorial content categories. Midwest Living magazine, which reaches 3.9 million readers, is published bi-monthly and has a rate base of 925,000. The magazine was recently named one of the Most Notable Magazine Launches of the past 20 years by MIN magazine.

#### About Meredith Corporation

Meredith ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines - including Better Homes and Gardens, Family Circle, Ladies' Home Journal, Parents, Child, Fitness, and American Baby - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 80 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage.

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