

# Better Homes and Gardens Takes a Fresh Approach

## Updated Look and Feel Emphasizes Editorial Vision of the Home as “Where Life Happens”

DES MOINES, IA (May 20, 2009) – Better Homes and Gardens magazine, published by Meredith Corporation (NYSE:MDP), premieres an updated editorial look and feel with the June 2009 issue. Hitting newsstands this week, the issue includes a new front-of-book “Fresh” section, enhanced health coverage and new design treatments throughout.

Under the leadership of Editor-in-Chief Gayle Butler, the magazine offers its 39 million readers contemporary content and design updates to make the pages lighter, brighter and easier to navigate. The new “Fresh” section is dedicated to sharing ideas for living well – in the home and beyond – and showcases a re-energized editorial focus on the home as the emotional center, going hand-in-hand with the brand’s tagline “It’s Where Life Happens.”

“The Better Homes and Gardens reader is passionate about her home and everything that happens there,” says Butler. “We will continue sharing attainable, colorful ideas for indoors, outdoors and the kitchen, while adding more activities, finds and seasonal-living touches to help readers make the most of everyday life.”

New and restyled sections include:

- **Fresh:** This new front-of-book section highlights ideas and inspirations for in the home and the community, focusing on ideas, activities, product picks and celebrations. The section includes:
  - o **Fresh Now:** Dedicated to timely things to do or try each month, including a monthly “must-have.”
  - o **Fresh Living:** Introduces seasonal ideas for entertaining and every day celebrations – from picnic tips to Father’s Day gifts.
  - o **Fresh Tech:** Highlights the latest consumer and home technology products that make life easier and more fun.
  - o **Fresh Finds:** Showcases seasonal home products that represent an exceptional value.
- **Enhanced health coverage:** Includes topical, breaking news items in addition to broader edit on improving overall health by building healthy lifestyle habits.
- **New design treatments:** Includes contemporary versions of BHG’s signature fonts, streamlined visuals and a dotted-line armature to create structure and form. New icons provide graphic elements and easier navigation throughout.

“We’re always looking at ways to enhance the incredible bond we have with our readers,” says Butler. “We know their lives are constantly evolving and believe these new features along with the engaging design elements reflect this unique connection and understanding.”

### About Better Homes and Gardens

Better Homes and Gardens is America’s leading lifestyle magazine for women who have a passion for the home and the life they create there. With a circulation of 7.6 million and a readership of nearly 40 million, Better Homes and Gardens delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining and personal and family well-being.

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