

# Midwest Living Launches Refreshed Website

## Website Offers New Technology and Sharing Capabilities

**DES MOINES** (September 20, 2012) –*Midwest Living* magazine recently launched a refreshed website, [www.MidwestLiving.com](http://www.MidwestLiving.com), offering a host of new and improved features. The new site has a refreshed look and feel, presenting a cohesive look across the magazine's print and digital mediums.

As part of the re-launch, the website offers easier navigation for a better user experience; bigger imagery to showcase beautiful Midwest photos; more page and content flexibility; and a new expanded travel section.

The expanded travel section offers first-hand editor reviews of thousands of regional hotels, restaurants and attractions. And users now have a place to add their own reviews about places they have visited, making the site more interactive. Visitors are also able to watch video tours of recommended places in the Midwest to eat, visit and stay. And, the site now offers exclusive recipes from Midwest chefs.

"Our redesigned website offers faster navigation and more efficient technology," says *Midwest Living* Publisher Daren Mazzucca. "It is a natural evolution for the site to become an online sharing community for our *Midwest Living* readers."

In addition to the refreshed look, [MidwestLiving.com](http://MidwestLiving.com) is now a responsive site. The site automatically renders information in a format suited to whatever device visitors are using, including computers, tablets and mobile devices. The new site uses geo-location technology to suggest nearby Midwest places to visit.

New sharing features let users easily share photos with friends, and every piece of content now includes built-in links for sharing via Facebook, Pinterest and other social media.

For more information please visit, [www.midwestliving.com](http://www.midwestliving.com).

### **About *Midwest Living***

*Midwest Living* magazine ([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 with 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 over 4 million readers, is published bi-monthly and has a rate base of 950,000.

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