

Meredith Acquires Parenting and Babytalk Brands From Bonnier

NEW YORK, May 14, 2013 [/PRNewswire/](#) -- Meredith Corporation (NYSE: MDP); (www.meredith.com) announced today it has acquired *Parenting* and *Babytalk* magazines and their related digital assets from The Bonnier Corporation (www.Bonniercorp.com).

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Under the agreement, the readers of *Parenting* will receive *Parents* magazine effective with the September issue. Similarly, readers of *Babytalk* will receive *American Baby* magazine effective with the September issue. The companion digital site, www.Parenting.com, will operate as a part of the Parents network of digital media.

Both *Parents* and *American Baby* magazines will include popular editorial features and columns from *Parenting* and *Babytalk* to ensure that readers are being super-served with great editorial content that reflects the best of the combined products.

Financial terms were not disclosed, and the acquisitions will not have a material effect on Meredith's financial performance.

Meredith Corporation is the leading media and marketing company serving American women. Meredith reaches 100 million American women every month through multiple well-known national brands and local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, digital, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

Additionally, Meredith Xcelerated Marketing serves the nation's top brands and companies by delivering content-powered engagement for a hyper-connected world. Its deep expertise in digital, mobile, social, healthcare, analytics and international marketing enable it to provide cutting-edge cross-channel customer management for many of the world's most popular brands.

A hallmark of Meredith's business model and financial profile is its ability to consistently generate substantial free cash flow by leveraging the strength of its multi-platform portfolio. Meredith is committed to increasing Total Shareholder Return through dividend payments, share repurchases and strategic business investments.

SOURCE Meredith Corporation

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