Meredith's Highly Anticipated Allrecipes Magazine Launches Today

Allrecipes attracts advertising from many major national brands, expanding Meredith's clear food leadership

Magazine based on world's most popular digital food destination now available on newsstands nationwide

Outstanding subscription response results in strong initial ratebase of 500,000 for Allrecipes magazine

DES MOINES, Iowa, SEATTLE, Nov. 5, 2013 /PRNewswire/ -- Meredith Corporation (NYSE:MDP, www.meredith.com), the nation's leading media and marketing company serving 100 million American women, announced today that *Allrecipes* magazine, the highly anticipated print extension of Allrecipes.com, the world's most popular digital food destination, is now available nationwide.

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Allrecipes will be published six times per year with an initial ratebase of 500,000. The newsstand cover price is $4.99, and a one year subscription is $12. The December 2013 premier issue arrives just in time for the busy holiday cooking season. The launch coincides with the introduction of a regular *Allrecipes*-branded television segment airing on Meredith's nationally syndicated television program, *The Better Show*, which airs in more than 160 markets and nationwide to 90 million homes on the Hallmark Channel.

"We believe that *Allrecipes* magazine and the branded segments on *The Better Show* deepen what is already an incredibly powerful media brand," said Meredith National Media Group President Tom Harty. "If you look at the range of advertisers in the premier issue – including automotive, packaged goods, financial services, home decor, toiletries, and broadcast media – it's clear that the *Allrecipes* brand appeals to a broad base of marketers interested in reaching very highly motivated consumers."

Allrecipes' premier issue features advertising from well-known brands such as General Motors, GEICO, *Nestle*, Bed Bath & Beyond, P&G, ConAgra, and Domino, demonstrating the brand's unique voice and position in the food and lifestyle marketplace.

"The multi-platform strength of the Allrecipes brand, combined with the highly visual and accessible content of *Allrecipes*, creates a powerful opportunity for marketers to connect with the busy, active lives of adults passionate about cooking for their family, friends or just for fun," said *Allrecipes* Publisher Steve Grune.

Allrecipes joins Meredith's leading portfolio of food-focused magazines, including *Family Circle* and *Every Day with Rachael Ray,* and the multi-platform *EatingWell* brand.

"Meredith is the clear leader for advertisers in the food category," said Meredith National Media Group Executive Vice President Tom Witschi, who guides Meredith's Lifestyle Group. "We understand the 'What am I going to make for dinner?' dilemma women face around 4 o'clock every afternoon better than anyone else. We have the content to

answer her, a powerful 100 million plus database to give us insights into who she is, what she wants, and the avenues for advertisers to reach her."

Cheryl Brown, Editor-in-Chief of *Allrecipes*, says the premier issue reflects the diverse range of interests and ideas about cooking that have made Allrecipes.com the world's most popular food content destination.

"We wanted to capture the voices and personalities of everyday cooks who have always fueled the enormous popularity of Allrecipes.com," Brown said. "Their perspectives and twists to recipes and insights and passion for creative ways to enhance meals – combined with eye-catching visual imagery – are the special ingredients that make *Allrecipes* so appealing."

Editorial features in the premier issue include:

- Ultimate guide to holiday cookies featuring recipes rated 4.5 to 5 stars by more than 1,000 home cooks, plus tasting notes
- International holiday food trend report on popular dishes served around the globe
- Top-10 list of popular food gifts, including packaging suggestions from the editors
- Cooking School: A how-to guide to make the perfect prime rib featuring instructional webisodes from the *Allrecipes* Test Kitchen
- Comfort-Food Face Off: A recipe dual highlighting indulgent vs. light seasonal favorites
- *Allrecipes* Superstar: A spotlight on the brand's most popular recipes, including fun facts about the home cooks who submitted them

Brown and her creative team worked closely with the Allrecipes.com staff in Seattle to ensure the magazine captured the brand's unique, consumer-driven voice.

"One of the advantages of our collaboration is that we can capture information about what is on the minds of everyday cooks in real time and infuse it into every issue," Brown said. "It's a great example of how consumers can share their voices in the magazine."

For example, Brown notes that every issue will showcase one of the Allrecipes.com Superstar contributions, as well as favorite recipes from general Allrecipes.com users. "These cooks have created some of the most popular dishes on Allrecipes.com, and the magazine gives them a new platform for their ideas," Brown said.

Allrecipes.com is the world's largest digital food brand with more than one billion annual visits from family-focused women who connect and inspire each other through member created and shared recipes, reviews, photos, videos and blog posts. Allrecipes.com's U.S. audience is 65 percent female with a mean household income of $75,000, and it reaches nine out of 10 primary grocery decision makers.

Allrecipes.com is the top how-to recipe channel on YouTube, with more than 600,000 subscribers. Allrecipes' 11 top-rated mobile apps for iPhone, iPad Android, Kindle Fire and Windows 8 have been downloaded by more than 18.5 million home cooks. The brand has 18 websites, and 18 mobile sites serving 23 countries in 12 languages.

About Meredith

Meredith Corporation is the leading media and marketing company serving 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. Meredith's daily one hour lifestyle program, *The Better Show*, airs weekdays in more than 160 markets across the U.S.

Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith Xcelerated Marketing has significantly added to its capabilities in recent years through the acquisition of cutting-edge companies in digital, mobile, social, healthcare, database,

and international marketing.

SOURCE Meredith Corporation

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