

# Meredith Names Deirdre Finnegan Publisher of EatingWell Magazine

## Former Coastal Living and Cottage Living Associate Publisher to Lead Healthy Lifestyle Title

**NEW YORK, N.Y. (December 5, 2013)** - Meredith Corporation (**NYSE:MDP**) announced today that it has named highly-respected industry executive Deirdre Finnegan as Publisher of *EatingWell* magazine.

Finnegan will be responsible for overseeing all advertising for *EatingWell*, Meredith's healthy lifestyle magazine which provides over 5 million consumers with information, ideas and inspiration about food, cooking, health and wellness. *EatingWell* was recently named to *Advertising Age's* "A List" for 2013. She will report to Stephen Bohlinger, VP/Group Publisher, Meredith National Media Group.

In addition to the bimonthly *EatingWell* magazine, the multi-channel brand includes a content-rich website ([www.eatingwell.com](http://www.eatingwell.com)) with 5 million unique visitors a month, content and brand licensing, custom publishing, and consumer books.

"Deirdre is a strong leader who has demonstrated strong success building lifestyle brands," says Bohlinger. "Her diverse background and experience across a range of categories and businesses - along with her ability to fully utilize the assets of multi-channel brands - will be extremely valuable in building on the strong growth of *EatingWell*."

Previously, Finnegan served as Associate Publisher for *Coastal Living* magazine where she increased the magazine brand's ad category base and performance by leveraging the title's repositioning as lifestyle brand with a home and design emphasis. Her background also includes serving as Advertising Director/Associate Publisher for *Cottage Living* magazine, where she was responsible for managing advertising as well as defining strategy for the brand's launch, which was named *Adweek's* "Start Up of the Year." Her background also includes serving as New York Manager for *Southern Living* magazine and Vice President for media agency Hill, Holiday/Altschiller.

"I am excited to join *EatingWell*, a brand that I have always admired for its editorial passion, entrepreneurial ingenuity, and commitment to excellence," says Finnegan. "I am looking forward to working with the team and building on the magazine's great momentum in the marketplace."

Finnegan holds a B.A. in English from Salve Regina College and also studied at University College, Dublin, Ireland. She resides in Huntington, N.Y. with her family.

### **About Meredith Corporation**

Meredith Corporation ([www.meredith.com](http://www.meredith.com)) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands - including *Better Homes and Gardens*, *Parents*, *Family Circle*, *Allrecipes*, *EatingWell*, *Fitness*, *More*, *American Baby*, *Every Day with Rachael Ray* and *FamilyFun* - along with 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.

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