

# Meredith's Allrecipes Magazine To Increase Ratebase To 650,000

## Outstanding Consumer Response Drives 30 Percent Increase Starting with April 2014 Issue

### Allrecipes Named "Hottest Launch of the Year" by Media Industry Newsletter

DES MOINES, Iowa and SEATTLE, Dec. 10, 2013 /PRNewswire/ -- Meredith Corporation (NYSE:MDP, [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 100 million American women, announced today that *Allrecipes* magazine, will increase its rate base to 650,000 from its current level of 500,000 beginning with the April issue.

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

*Allrecipes*, launched just last month, is the highly anticipated print extension of Allrecipes.com, the world's most popular digital food destination. Last week, *Allrecipes* was named "Hottest Magazine Launch of the Year" by *Media Industry Newsletter (MIN)*. *Allrecipes* is part of Meredith's leading portfolio of food-focused magazines, including *Family Circle* and *Every Day with Rachael Ray*, and the multi-platform *EatingWell* brand.

"We have received enthusiastic feedback from readers and advertisers for *Allrecipes* magazine and our swift decision to increase the ratebase to 650,000 is indicative of the tremendous excitement surrounding this new launch," says Steve Grune, Publisher, *Allrecipes* magazine. "We are thrilled to be recognized by MIN for capturing the essence of the Allrecipes brand in a print product."

In conjunction with the *Allrecipes* launch, Meredith Video Studios began airing weekly Allrecipes-branded television segments 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.

Cheryl Brown, Editor-in-Chief of *Allrecipes*, says the reader response to the initial issues mirrors the diverse range of interests and ideas about cooking that have made Allrecipes.com the world's most popular food content destination.

"We are hearing from readers how much they enjoy the array of ideas and inspiration in the magazine, and how it is further fueling their passion as everyday cooks," says Brown. "They are excited at the endless possibilities being offered across the Allrecipes brand in print, digital, broadcast and mobile media, and we want to serve their hunger for the brand."

Allrecipes.com is the world's largest digital food brand with more than 1 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., and to 90 million homes on the Hallmark Channel.

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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