

Meredith's Allrecipes Magazine To Increase Rate Base To 900,000 In October

Consumer, Advertiser Demand Drives 40% Increase for Industry's 1st Major Digital-to-Print Food Brand

DES MOINES, Iowa and SEATTLE, Sept. 9, 2014 /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 will increase its rate base 40 percent to 900,000 from its current level of 650,000, beginning with the October/November 2014 issue. A testament to the brand's outstanding consumer and advertiser response, this marks the second rate base increase for Meredith's *Allrecipes* in 2014. It originally launched with a rate base of 500,000 in November 2013.

"*Allrecipes* magazine is an integral part of the Meredith Food Group, which includes sister titles *EatingWell* and *Every Day with Rachael Ray* and reaches more than 14 million consumers who are passionate about food and entertaining," added *Allrecipes* Publisher Steven Grune. "Increasingly marketers are leveraging the combined reach of *Allrecipes* magazine, and Allrecipes.com to create cross-platform opportunities for their brands and we expect these programs to further expand moving forward."

Allrecipes is the award-winning print extension of Allrecipes.com, the world's largest online food destination with more than 1 billion annual visits. *Allrecipes* is part of Meredith's leading portfolio of food-centric brands, including *Family Circle* and *Every Day with Rachael Ray* magazines; the multi-platform *EatingWell* brand; and 34 food-focused Special Interest Media issues.

"Our goal at *Allrecipes* magazine is to make cooking fun for our 5.4 million readers," said Editor-in-Chief, Cheryl Brown. "Reader engagement is at an all-time high, and we're thrilled to offer premium content across the Allrecipes brand in print, digital, broadcast and mobile."

Allrecipes-branded segments will continue to air on *The Better Show*, Meredith Video Studios' Emmy-nominated lifestyle program, which airs every weekday on more than 200 stations and reaches nearly 80 percent of U.S. television households.

Allrecipes.com is the world's largest digital food brand with more than 1 billion annual visits from consumers who connect and inspire each other through shared recipes, reviews, photos, videos and blog posts. The Allrecipes.com U.S. audience is 70 percent female with a mean household income of \$70,000, and it reaches nine out of 10 primary grocery decision makers. Allrecipes is a how-to food digital video leader with more than 1 million YouTube subscribers. Allrecipes' industry leading 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 web and mobile sites serving 23 countries in 12 languages.

Launched in 2013, *Allrecipes* magazine is the first large-scale digital-to-print brand extension. For readers faced with unlimited recipe choices, *Allrecipes* magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks. Published six times per year, the magazine's current rate base of 900,000 reaches an audience of 5.4 million. *Allrecipes* magazine is based in both of Meredith's New York, NY and Des Moines, IA headquarters. Allrecipes.com, based in Seattle, WA, is a global, multi-platform brand providing insights into cooks everywhere

based on activity from 18 websites, 18 mobile sites, 16 mobile apps, and 14 eBooks serving 23 countries in 12 languages.

Additional information may be found at www.allrecipes.com | Facebook: facebook.com/allrecipes | Twitter: twitter.com/allrecipes | Pinterest: pinterest.com/allrecipes/ | Instagram: instagram.com/allrecipes | Hashtag: #AllrecipesMag

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP**; www.meredith.com) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's Local Media Group includes 15 owned or operated television stations reaching 10 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 525 hours of local news and entertainment content each week, and operate leading local digital destinations. Additionally, Meredith Video Studios produces *The Better Show*, a syndicated daily lifestyle television program reaching 80 percent of U.S. TV households.

Meredith's National Media Group reaches 100 million unduplicated American women, including 60 percent of millennial women. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents and Allrecipes. The National Media Group features robust brand licensing activities, including over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

Meredith's balanced portfolio consistently generates substantial free cash flow, and the Company is committed to growing Total Shareholder Return through dividend payments, share repurchases and strategic business investments. Meredith's current annualized dividend of \$1.73 per share yields approximately 4 percent. Meredith has paid a dividend for 67 straight years and increased it for 21 consecutive years.

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