

# Fitnessmagazine.com Debuts Relunched Website With Enhanced Mobile Experience

## Meredith “Buzz” Platform Offers Unique Integrated Ad Experiences and Increased Viewability

**NEW YORK, NY (OCTOBER 15, 2014)** — *FITNESS* Magazine, a Meredith Corporation (NYSE: MDP) brand, today announced the relaunch of its popular website, [Fitnessmagazine.com](http://Fitnessmagazine.com). The new site features a responsive design that’s fully optimized for users on every device and every screen size, with new features like infinite-scrolling category pages to allow users to easily discover the brand’s deep content in areas like workouts, healthy eating and diet and weight loss.

“More than 50 percent of Fitnessmagazine.com’s traffic comes from mobile,” says Amanda Wolfe, Senior Digital Director, *FITNESS* Magazine. “With the new responsive design, we’re able to offer our readers a better user experience and access to increased custom content for their busy on-the-go lives.”

With the relaunch of the site, Meredith Digital is introducing their Native “Buzz” Platform, the first in a suite of performance-based ad-products that will soon rollout across 10 Meredith owned and operated websites. “Buzz” units featuring marketers’ messaging will integrate into trending and highly contextual content areas that Meredith brands are known for – food, home, parenting and lifestyle.

“Our advertising partners have great stories to tell, ones our readers would love to hear, and we’re giving them a better way to share them through in-stream units and premium native content placements.” says Andy Wilson, Senior Vice President/Chief Digital Officer, Meredith. “This relaunch not only gives consumers a mobile-first experience, but it also allows us to develop richer integrated opportunities for our advertisers to drive better performance and viewability to meet their goals.

New additions to [Fitnessmagazine.com](http://Fitnessmagazine.com) include:

- **Custom content to celebrate the relaunch.** *FITNESS* is rolling out custom content for consumers, including a [video](#) round-up with “Best of the Best” advice through the years on how to #makefithappen from celebrity trainers and former cover girls like Jillian Michaels, an infographic covering fun facts about the site, an engaging “What Workout Are You?” quiz, and a *FITNESS* goody bag giveaway via social media.
- **Enhanced social sharing and functionality, especially on mobile devices.** Larger, strategically placed modules make it easier for socially-engaged users to discover and share *FITNESS* content via Facebook, Twitter, Pinterest and more.
- **Innovative vertical slideshow feature.** This template allows users to scroll through slideshows in a much more natural motion on their mobile devices.

“Our readers look to *FITNESS* for fresh ideas on how to change up their routine and stay motivated,” says Betty Wong, Editor-in-Chief, *FITNESS* magazine. “The new Fitnessmagazine.com will offer readers an exciting new format and expanded content—whether it’s the best ab moves or the latest gear—to challenge and encourage them to reach their goals and #makefithappen.”

### **About *FITNESS* Magazine**

Launched in 1992, *FITNESS* fuels women with strategies, motivation, and ideas for living

healthy, active lives. Whether the aim is to lose weight, get strong, or eat more nutritiously, *FITNESS* gives its readers the tools to achieve their goals. Through its vibrant pages, tablet enhancements, and online tools, the brand delivers fun and effective workouts, easy and delicious food, and the latest health and beauty information with one result in mind: Bring success to every body. *FITNESS* is published 10 times a year by Meredith Corporation [NYSE: MDP], with a rate base of 1.5 million and an audience of 9.1 million readers. Fitnessmagazine.com is a destination that inspires more than 4.5 million unique visitors per month to live healthier every day. Visit us online at: [www.fitnessmagazine.com](http://www.fitnessmagazine.com) | Facebook: [Facebook.com/fitnessmag](https://www.facebook.com/fitnessmag) | Twitter: [@fitnessmagazine](https://twitter.com/fitnessmagazine) | Instagram: [Instagram.com/fitnessmagazine](https://www.instagram.com/fitnessmagazine).

#### **About Meredith Corporation**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://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 National Media Group reaches an audience of 180 million consumers monthly, including 100 million unduplicated American women and 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.

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