

# Meredith Corporation And Galvanized Unveil "Eat This, Not That!" Magazine

First-Ever Stand-Alone Newsstand Product of Popular "Eat This, Not That!" Brand from David Zinczenko

NEW YORK and DES MOINES, Iowa, Dec. 1, 2014 /PRNewswire/ -- Meredith Corporation (NYSE: MDP) ([www.meredith.com](http://www.meredith.com)); and David Zinczenko, CEO of Galvanized, LLC, ([www.galvanized.com](http://www.galvanized.com)) today unveiled *Eat This, Not That!* magazine, the first-ever stand-alone newsstand product for the brand. It will be available in more than 80,000 newsstand pockets nationwide starting December 2.

*Eat This, Not That!* magazine is based on the bestselling book franchise by Zinczenko and coauthor Matt Goulding, which has generated 16 titles and sold more than 7 million copies since its debut in 2007. Since acquiring the Eat This, Not That! franchise in September 2014, Zinczenko and Galvanized have been working to relaunch the brand across multiple platforms including a redesigned website launching later this month ([www.eatthis.com](http://www.eatthis.com)) and mobile applications, a quarterly digital magazine, and two new books available in the first half of 2015.

"With the holidays upon us, this is an ideal time for consumers to pick up a copy of *Eat This, Not That!* magazine," said Meredith National Media Group President Tom Harty. "David has done an excellent job bringing the best of the Eat This, Not That! brand to life in a magazine format, and has created exciting new features that will entertain and inform. We're excited to be working with Galvanized and look forward to creating more products in the future."

A highlight of the premiere issue of *Eat This, Not That!* magazine is the debut of the **Eat This! Awards for the Best Supermarket Foods** in the country, selected for readers by the Eat This, Not That! staff. The Eat This! Awards cover everything from lunchmeats to cookies to hummus to frozen corn dogs (yes, corn dogs). Other features include:

- **Master Your Kitchen**, which features more than 50 recipes designed for maximum nutrition and weight-loss impact.

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- **The Best and Worst Kids' Foods in America**, plus a survival guide for parents trying to feed their children well.

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- **The Restaurant Survival Guide**, designed to help readers drop pounds by making simple choices at their favorite restaurants, from Applebee's to Wendy's. (One simple burgers-and-steak swap at Outback will save readers 620 calories alone!)

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- The exclusive **Eat This, Not That! Reader Poll**, with surprising new insights into the way we shop and eat today.

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"According to our research, 46 percent of Americans are currently on a diet – but 71 percent can't tell you

how many calories were in their last meal," explains Zinczenko. "Eat This, Not That! has never been so essential, and in Meredith, we've found the perfect partner for bringing this powerful brand to an even wider audience."

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 over 200 million monthly, including 100 million unduplicated women and 60 percent of American millennial women through well-known brands such as Better Homes and Gardens, Parents and Allrecipes. Meredith's Local Media Group includes 16 owned or operated television stations reaching more than 10 percent of U.S. households.

In addition to the magazine and digital efforts, the Eat This brand also features more than 630,000 followers on Twitter and more than 320,000 Facebook fans. Eat This, Not That! has bimonthly segments on *Good Morning America*, the top-rated morning show in the U.S. Zinczenko and Galvanized have also established content syndication deals for Eat This, Not That! with the new Yahoo! Health magazine, which also includes a biweekly feature on the home page of Yahoo!.

*Eat This, Not That!* magazine's debut marks the first step in a partnership with Meredith for Eat This, Not That! and Galvanized, the media company launched by Zinczenko and co-founder Stephen Perrine in 2013. It already has established partnerships with American Media, Inc., ABC News, Bonnier Corporation, William Morris Endeavor, and Random House.

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