

# Meredith's Allrecipes Magazine Increases Rate Base To 1.25 Million With September/October 2015 Issue

## Represents 150 Percent Growth since Digital-to-Print Brand Extension Launched in November 2013

DES MOINES, Iowa and SEATTLE, Aug. 11, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP, [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 100 million unduplicated American women and more than 60 percent of U.S. millennial women, announced today the rate base of *Allrecipes* magazine will increase to 1.25 million, beginning with the September/October 2015 issue, which hits newsstands August 18. This marks the magazine's fourth rate base increase and 150 percent growth since the magazine launched with a rate base of 500,000 in November 2013.

"With strong consumer rate base growth and a highly engaged audience, *Allrecipes* magazine continues to gain tremendous support from advertisers and their top brands in key markets across the country," says *Allrecipes* Publisher Steven Grune. "The success and rapid growth of this digital-to-print brand extension speaks volumes to the tremendous value and passionate connection consumers still have with magazines."

The *Allrecipes* September/October issue has secured new advertising business from top marketers and brands, including Bob's Red Mill, ConAgra, Coca-Cola, Hillshire, Horizon Organic, Kraft, Mars, National Pork Board and Reynolds. In addition, the magazine has added new business in the health and pharmaceutical category with brands such as Pfizer, Nature Made, Nature's Way and Procter & Gamble.

*Allrecipes* is part of Meredith's portfolio of multiplatform food-focused brands including *Every Day with Rachael Ray*, *EatingWell*, *Family Circle* and *Martha Stewart Living*, as well as 34 special interest media publications such as *Eat This, Not That!*

"Over the past two years, we have developed a strong understanding of our readers' needs and expectations, and we continue to provide them with recipes, tips and advice they have come to rely on for their daily cooking routine," says *Allrecipes* Editor-in-Chief Cheryl Brown. "Now we have an opportunity to raise the bar and showcase *Allrecipes* by launching new columns, revamping existing ones and expanding our digital footprint."

Launched in 2013, *Allrecipes* magazine is the magazine industry's first large scale digital-to-print brand extension. For readers faced with unlimited recipe choices, *Allrecipes* magazine sifts through and serves up the best of [www.allrecipes.com](http://www.allrecipes.com), the world's largest online community of home cooks, numbering 28 million worldwide. Published six times per year, the magazine's current rate base of 1.25 million reaches an audience of 7.5 million.

Allrecipes is the world's largest digital food brand with more than 1 billion annual visits from home cooks who connect and inspire each other through shared recipes, reviews, ratings, 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.com is the how-to food digital video leader with more than 1.4 million YouTube subscribers. Allrecipes.com's industry leading apps for iOS,

Android, Kindle and Windows Mobile phone and tablets have been downloaded by more than 23 million home cooks. The brand has 19 web and mobile sites serving 24 countries in 13 languages.

## **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 a multi-channel audience of 220 million consumers monthly, including more than 100 million unduplicated American women and over 60 percent of U.S. 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*, *Shape* and *Allrecipes*. The National Media Group features robust brand licensing activities, including more than 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 Local Media Group includes 17 owned or operated television stations reaching 11 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, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

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