

# Meredith Unveils New Video Series At Inaugural BrandFront Presentation

## New Series Leverage Millennial Influencers and Content Leaders to Showcase Meredith's Unrivaled Expertise as the Content Source for Food, Parenting, Home, Fitness, Beauty and Style

NEW YORK, Sept. 14, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving over 102 million American women and three out of four Millennial women, today hosted its first-ever **BrandFront** presentation. Meredith unveiled its "**Partnerships That Will Change the World**" program and previewed its 2017 video content partnerships and original multi-channel programming initiatives before more than 250 key advertisers and marketers at the Prince George Ballroom in New York.

Meredith's "**Partnerships That Will Change the World**" initiative will align Meredith and partner brands to engage Meredith's audience of 26 million Millennial women in the areas of giving back; family safety and connectivity; healthy living; and entrepreneurship to drive positive and meaningful change in the world.

As part of these partnerships, Meredith will produce several video series, including "**Office Hours**," hosted by **Lilliana Vazquez**, Founder and Creative Force behind TheLVGuide.com and *TODAY* Contributor, who will interview a different notable and influential female entrepreneur in each episode; and "**Home Safe Home**," in which Millennial mom **Brit Morin**, CEO of Brit + Co, will feature smart and chic tips for childproofing a home. To read more about the "Partnerships That Will Change the World" initiatives announced at Meredith's BrandFront presentation, click [here](#).

At its BrandFront, Meredith also announced 20 new video series starring Millennial influencers and content leaders. These series leverage their expertise to develop and distribute entertaining, informative and inspirational content on food, parenting, home, fitness, beauty and style across media channels.

"Video and its distribution through social and mobile channels sit at the heart of the 360-degree content ecosystem that we've built at Meredith to engage, inspire and activate the 26 million Millennial women and more than 100 million women we reach every month," said Jon Werther, Meredith National Media Group President. "Video series like those announced today will continue to inspire, inform and entertain our consumers, as they engage with our brands not only for daily inspiration and ideas but also as key resources during their most important life milestones. Our goal, in close collaboration with our platform partners and our brand sponsors, is to provide the women we serve with content, products and services that authentically inspire them, meet their needs and wants, and support their goals."

New Millennial-focused video series announced at the BrandFront include:

**CLUELESS IN THE KITCHEN:** Comedian and YouTube sensation Greg Benson has zero culinary experience – he can barely make grilled cheese. In this new series from Allrecipes, he teams up with a witty and talented chef to learn the skills he's been missing for decades. Bringing improvised humor and loads of fun to his beautifully designed but unused kitchen, Greg will learn the basics on cooking great dishes that he can share with friends and family.

**MAKE IT MINI - TINY CRAFTS FOR THE HOLIDAYS AND BEYOND:** This hot new video series hosted by style expert and influencer Brit Morin of Brit + Co will feature "how-to's" for the latest craze in DIY decorating and crafting – tiny crafts. Each craft is unique, hypnotic and shareable, which is why tiny crafting has quickly become a favorite trend and passion among Millennials. The series will launch during the peak holiday season, inspiring the must-make decorating and gifting ideas.

"At Meredith, we know our audience and we are creating video content that is a truly immersive and authentic experience for Millennial women," says Kim Martin, Meredith Chief Brand Officer. "We are working with the Millennial influencers they already follow; using the most advanced technology available like 360 video; and shooting on location and in our state-of-the-art studios across the country. We are producing videos that genuinely connect with them, such as laugh-out-loud comedy and indie-style shorts, to super-serve these young women with content that entertains, informs, and inspires her on a daily basis."

During the BrandFront presentation, Martin highlighted the company's video growth strategy and robust programming schedule, which drives more than 100 million organic monthly views. These efforts encompass Facebook Live; 360-degree and virtual reality video technology; 500 premium original videos produced each month across brands; and partnerships with high-profile video talent and Millennial influencers such as:

- YouTube sensation "**What's Up Moms**" for the *Parents* series "Moms Confess";
- "**Tone It Up**" founders Karena Dawn and Katrina Scott for *Shape's* "Body Shop";
- Television personality and cook **Eden Grinshpan** for Martha Stewart Living's "Food Forecast" and *Shape's* "Complicated Food";
- Blogger Claudia Oshry of "**Girl With No Job**" and Ben Soffer of "**Boy With No Job**" for *Shape's* "Funemployed";
- Fitness phenoms Kaisa Keranen of **KaisaFit** for *Shape's* "Fit in 4," **Traci Copeland** for *Shape's* "Fitness Fridays," **Courtney Paul** for *Shape's* "Trainer Talk," and **Rebecca Kennedy** for *Shape's* "Workout Wednesdays";
- Actress and comedian **Lisa Ann Walter** (The Parent Trap, Bruce Almighty) for *Allrecipes'* "Sunday Dinner";
- **Sarah Carey**, Food Editor, *Martha Stewart Living*, for "Every Day Food";
- **Thomas Joseph**, Culinary Director, *Martha Stewart Living*, for "Kitchen Conundrums";
- *Martha Stewart Living's* "One Pot Wonders";
- **Sadie Nardini**, Life Stylist and Wellness Expert, for *Shape's* "Yoga with Sadie";
- **Jaclyn Emerick**, Fitness Director of *Shape*, for "The Body Shop"; and
- **Logan Levkoff** for "The Sexpert".

In addition to these digital video initiatives, Meredith spotlighted its recently announced *Dinner Spinner* television series – a new cooking competition inspired by the "Allrecipes Dinner Spinner" app – that will begin airing on The CW Network this Fall, hosted by noted chef and television personality Gabe Kennedy.

The presentation caps off another year of continued growth for Meredith, in which the company's multi-channel reach among American women hit an all-time high of 102 million, including 72 percent – or 26 million – of U.S. Millennial women. Additionally, Meredith's database of consumers increased to 125 million individuals, representing 82 million households.

#### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile 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 more than 100 million unduplicated women every month, including nearly 75 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Allrecipes, Parents, Shape and EatingWell.

Meredith also 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 an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, TGI Friday's and NBC Universal.

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 over 660 hours of local news and entertainment content each week, and operate leading local digital destinations.

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 \$1.98 per share yields approximately 4 percent. Meredith has paid a dividend for 69 straight years and increased it for 23 consecutive years.

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

SOURCE Meredith Corporation

For further information: Patrick Taylor, VP, Communications, 212/551-6984;  
Patrick.Taylor@meredith.com, or Liv Ren, Public Relations Manager, 212/551-7033;  
Liv.Ren@meredith.com

---

<https://dotdashmeredith.mediaroom.com/2016-09-14-Meredith-Unveils-New-Video-Series-At-Inaugural-BrandFront-Presentation>