

Meredith Unveils "Partnerships That Will Change the World" Initiative At Company's First-Ever BrandFront Presentation

Content Leaders and Video, Broadcast and Digital Talent Preview Meredith's 2017 Video Content Partnerships and Original Cross-Platform Programming

NEW YORK, Sept. 14, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the nation's leading media and marketing company serving 102 million American women and three out of four Millennial women, today hosted its first-ever **BrandFront** presentation, previewing the company's 2017 video content partnerships and original cross-platform programming initiatives before more than 250 key advertisers and marketers at the Prince George Ballroom in New York.

In addition to announcing a slate of new digital video series leveraging Millennial influencers and content leaders, Meredith unveiled its compelling new "**Partnerships That Will Change the World**" platforms, which span video, digital, print and experiential channels.

"Partnerships That Will Change the World" comprises four core pillars – **GIVE, PROTECT & CONNECT, STRIVE and LEAD** – that engage Meredith's Millennial audience in influencing social change in measurable and meaningful ways. The platforms are grounded in research on what motivates Millennial women – and, in particular, their strong entrepreneurial spirit; desire for self-expression; sense of purpose; and video-, social- and mobile-centric media consumption habits.

As part of this initiative, Meredith has forged alliances with like-minded organizations and notable influencers committed to making positive impact on the lives of Millennial women and families to develop programs that include cross-channel editorial, original video series, live events and social media campaigns launching in 2017.

The "Partnerships That Will Change the World" platform elements announced today include:

GIVE

Centered on creating a culture of generosity, GIVE mobilizes women and families to pay it forward on a regular basis and makes giving back an integral part of their lives.

Rachael Ray, the Founder & Editorial Director of *Rachael Ray Every Day*, and **Lauren Purcell**, Editor-in-Chief of *Rachael Ray Every Day*, took to the stage to announce the **Feed It Forward** contest, which will identify five emerging female "philanthropreneurs" to receive \$5,000 in funding and guidance from Ray's mentor dream team. The winners will be featured in cross-channel *Rachael Ray Every Day* media outlets, on *The Rachael Ray Show* and across social media.

Meredith has also partnered with the **GOOD+ Foundation**, which works with a national network of leading organizations to break the cycle of family poverty through the power

of donated goods and services. GOOD+ Founder **Jessica Seinfeld** appeared at the BrandFront alongside **Dana Points**, *Parents* Editor-in-Chief and Meredith Parents Network Content Director, to announce the content-led partnership designed to teach children the crucial skills of humility, empathy and giving back to others. The omni-channel platform will focus on ways parents can foster these skills among their children to create a culture of generosity in their family, community and the world.

Finally, *Allrecipes* Editor-in-Chief **Cheryl Brown** announced the brand's new cross-channel **We AR Community** charitable initiative to spotlight home cooks who care and inspire others to get involved. Allrecipes will tap into its community of 1.3 billion users to profile extraordinary families making a difference and showcase unique food-centric charities in the pages of *Allrecipes*; create a digital brand page on Allrecipes.com called "The Dish," which will feature original videos, articles, user-generated content and recipe collections; and kick off a robust social media campaign around #weARcommunity.

Allrecipes additionally will host volunteering and fundraising events, and Meredith will offer readers who share their stories a chance to win a \$1,000 donation to a charity of their choice.

PROTECT & CONNECT

Centered on cultivating a smart and safe environment, PROTECT & CONNECT empowers consumers with everyday tips and advice for ensuring family safety and enjoying the benefits of a connected home. During the BrandFront presentation, Meredith premiered a pilot for "**Home Safe Home**," an original video series launching in 2017 featuring **Brit + Co** Founder & CEO Brit Morin's smart and chic tips for childproofing a home.

Morin was joined on stage by *Better Homes and Gardens* Editor-in-Chief **Stephen Orr** and Points to announce Meredith's partnership with **Safe Kids Worldwide**, a global organization dedicated to preventing childhood injuries and accidents. The partnership will promote the Safe Kids message across Meredith's parenting- and family-focused media channels, and mobilize families to participate in annual Safe Kids Day events in their local communities across the nation.

STRIVE

Centered on making healthy happen, STRIVE motivates consumers to keep their health in check by promoting smart food choices and an active lifestyle. Meredith has teamed up with **Partnership for a Healthier America** (PHA) on a program to fight childhood obesity and promote healthy eating. PHA CEO **Larry Soler** appeared on stage with **Linda Fears**, VP/Editor-in-Chief of *Family Circle* and Group Editor of *Martha Stewart Living* and *Martha Stewart Weddings*, to announce the multi-channel public awareness initiative.

EatingWell Editor-in-Chief **Jessie Price** also appeared with **Gracie Cavnar**, Chairman & CEO of the **Recipe for Success Foundation**, which is dedicated to changing the way children understand, appreciate and eat food through educating and mobilizing communities to provide healthier diets for children and their families. *EatingWell* will be partnering with Recipe for Success on their **VegOut! 30 Ways in 30 Days** program to encourage users to eat more vegetables and provide healthy eating inspiration.

In addition to exercise and nutrition, Meredith is supporting body-positive initiatives that make an impact by partnering with **Movemeant Foundation**, a nonprofit, community-powered organization that empowers young women to be confident in their bodies by using fitness as a platform for building self-worth and positive body image. *SHAPE* Editor-in-Chief **Elizabeth Goodman Artis** shared the stage with Movemeant Foundation Founder & CEO **Jenny Gaither** to highlight their ongoing partnership on the *SHAPE* Body Shop series of events, which has already raised more than **\$15,000** for the organization. The presentation previewed *SHAPE*'s grassroots movement that encourages supporters to create or join teams to raise funds for the Movemeant Foundation on their own. *SHAPE* will also be supporting the effort through a series of *SHAPE* Body Shop events at studios and gyms across the country.

LEAD

Centered on championing female entrepreneurs, LEAD encourages and empowers more

women to succeed in their own businesses by providing inspiration and resources.

Martha Stewart, Founder & Chief Creative Officer of *Martha Stewart Living* and *Martha Stewart Weddings*, delivered a video message underlining her passion for entrepreneurs and makers across the country. Stewart and Sequential Brands Group, Inc. will celebrate the fifth anniversary of the **American Made Program**, a nationally recognized awards program spotlighting the maker; supporting the local; and celebrating the handmade, from Oct. 21 to 23 in New York.

Meredith also announced a new "**Office Hours**" video series 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. The series will launch on the reinvented **More.com**, an original digital lifestyle destination designed to serve as a companion for Millennial women that offers empowering and inspirational advice and information shared in their voice. Vazquez welcomed **Alexis Maybank, the founder of Gilt Groupe** to the BrandFront stage for a live edition of an "Office Hours" Q&A on her new business initiative Project September, an app and website that features photos from Instagram that users tag with product details to help product discovery lead to purchases. The interview was livestreamed on Facebook Live. Click [here](#) to watch on More.com's Facebook page.

"We are excited to launch our Partnerships That Will Change the World," said Jon Werther, Meredith National Media Group President. "Giving back, promoting family safety and connectivity, empowering women to lead healthier lives and supporting female entrepreneurship are all key parts of Meredith's heritage, and are vitally important to the 26 million Millennial women and more than 100 million women whom we reach, engage and inspire each and every month. As we head into 2017 and beyond, we look forward to working with our platform partners and with our key brand advertisers to create memorable, meaningful experiences for our consumers that drive positive change in the world."

"Equally important, these are issues and opportunities that are of critical importance to the 26 million Millennial women whom we reach, engage and inspire each and every month," Werther continued. "As we head into 2017 and beyond, we look forward to accomplishing great things with our platform partners, and welcoming additional partners in our collective pursuit to drive positive and meaningful change in the world."

The BrandFront presentation culminated with Meredith Chief Brand Officer **Kim Martin** announcing Meredith's slate of original video series launching in fall 2016 and throughout 2017 – including Allrecipes' "Clueless in the Kitchen" with comedian **Greg Benson** and Better Homes and Gardens' "Make It Mini" featuring Morin of **Brit + Co** – and several other recent initiatives that reinforce and increase Meredith's reach against Millennial women, including:

- The 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;
- A partnership with Joanna and Chip Gaines on a new lifestyle magazine based on the Magnolia brand;
- New brand licensing partnerships for the SHAPE Active collection of women's activewear and EatingWell brand of better-for-you frozen food; and
- The relaunch of More.com.

To read about these and other initiatives announced at Meredith's BrandFront presentation, click [here](#).

BrandFront caps off another year of 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, and its consumer database increased to 125 million individuals, representing 82 million households.

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP**; 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.

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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

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