

Meredith And The BuyPower Card Launch "Safe and Sound Home" Video Series To Help Families Make Their Homes Smart And Secure

Original Editorial Series Hosted by Social Influencer Emily Henderson Teaches Families How to Get Their Homes Connected, Secure and Stylish

NEW YORK, May 16, 2017 /[PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP; www.meredith.com), the leading media and marketing company serving 110 million unduplicated American women, has partnered with the BuyPower Card from Capital One (www.buypowercard.com), to launch the original video series "Safe and Sound Home" on BHG.com. This series shows women how to make their homes smarter, safer and more stylish through affordable technology enhancements and simple DIY projects.

The six-episode series is now live on BHG.com/safeandsoundhome, and will be promoted to millions of women across Meredith Digital's portfolio of sites and associated social channels.

"Safe and Sound Home" is hosted by Emily Henderson, leading home style expert and social influencer. She was recently named among Forbes' top 10 "home" influencers in the world (number 7). In each episode, Emily coaches a family through the upgrade process of a particular room to solve common safety challenges, from toddler-proofing the living room to installing smart lighting in a master bathroom.

The BuyPower Card is seamlessly integrated into each episode, as Emily Henderson uses the card to purchase the materials necessary to safe proof the homes featured throughout the series. The BuyPower Card from Capital One rewards users for every purchase with earnings that are redeemable toward a new Chevrolet, Buick, GMC or Cadillac vehicle. The card has no annual fee and earnings do not expire.

According to BHG.com Editorial Director Melissa Inman, safety is a top concern among the *Better Homes & Gardens* audience, especially within the home. "'Safe and Sound Home' promotes solutions for creating a safe, smart and stylish home. For the *Better Homes & Gardens* audience, a stylish home is a point of pride, but they are better able to enjoy their oasis when it is also a safe and functional space. This series provides clever and attainable ideas to accomplish both goals: stylish *and* safe. We are excited about being able to show how home safety, technology and style can be merged in future episodes of the series," said Inman.

"When we launched the 'Protect and Connect' content pillar last fall at our BrandFront, it was with partnerships like these in mind," said Marc Rothschild, SVP of Meredith Digital. "Our partnership with the BuyPower Card helps us deepen our relationship with our consumers and reinforces our commitment to making their everyday lives better."

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 110 million unduplicated women every month, including 70 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 & Gardens*, *Allrecipes*, *Parents*, *SHAPE*, *Martha Stewart Living* and *The Magnolia Journal*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 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 The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 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 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

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