

# Martha Stewart Named Media Visionary On Adweek's Annual Hot List

NEW YORK, Oct. 30, 2017 [/PRNewswire/](#) -- Meredith Corporation (NYSE: MDP; [meredith.com](#)) – the leading media and marketing company with national brands serving more than 110 million American women including 70 percent of all U.S. female Millennials – is pleased to announce that Martha Stewart, the founder and Chief Creative Officer of *Martha Stewart Living* and *Martha Stewart Weddings*, has been named Media Visionary in Adweek's Annual Hot List.

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author and a trusted lifestyle expert and teacher. She created *Martha Stewart Living* magazine in 1990, and the brand has continued to grow and prosper with the team of Stewart, Editor in Chief Elizabeth Graves, and VP/Group Publisher Daren Mazzucca.

"As I always say, when you're through changing, you're through, and the *Martha Stewart Living* brand continues to evolve even as we head into our 27<sup>th</sup> year," says Stewart. "I'm honored to be named Adweek's Media Visionary and am incredibly excited for what is to come with both *Martha Stewart Living* and *Martha Stewart Weddings*."

*Martha Stewart Living* magazine debuted a redesign with the October issue with an inspiring seasonal cover featuring Stewart front and center. The redesigned look is modern, but also classic and timeless, and aims to elevate lives through stunning imagery and exclusive typography. Led by Design Director Jaspal Riyait and her team, the refresh shows off a new proposed direction for the brand, which encompasses the core values put into the very first issue.

"We are thrilled to have Martha recognized as media visionary," says Daren Mazzucca, VP/Group Publisher of *Martha Stewart Living* and *Martha Stewart Weddings*. "Martha says 'Living is Limitless,' and Martha and her talented editorial teams continue to inspire millions of readers and set the benchmark for quality content across all platforms."

Stewart will be the keynote speaker at Adweek's ELEVATE Publishing Summit on Wednesday, November 1 at the Neuehouse in New York City, where she will receive her award and speak to her monumental success.

## **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.

For further information: Meredith Contact: Liz Malone, Senior Publicist, Martha Stewart Living, Martha Stewart Weddings: [liz.malone@meredith.com](mailto:liz.malone@meredith.com); 212-551-7172; or Magrino Contact: Mary Blanton Ogushwitz, Account Director, Magrino, [mary.blanton@magrinopr.com](mailto:mary.blanton@magrinopr.com); 212-259-0534

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