

Meredith Corporation To Announce Its Plans To Extend Live Programming And New IGTV Programming At Inaugural Digital Content NewFronts West

Anna Faris of CBS Hit Comedy "Mom" and Host of "Anna Faris Is Unqualified" Podcast To Join Jess Cagle, Editor in Chief of PEOPLE and Editorial Director of Meredith's Entertainment Group, On Stage

LOS ANGELES and NEW YORK, Oct. 10, 2018 [/PRNewswire/](#) -- Meredith Corporation (NYSE: MDP; meredith.com), the leading media and marketing company—which reaches 175 million Americans every month, including 80 percent of U.S. millennial women—will announce expanded programming, including new shows for Instagram Live and a tighter focus on live programming for its PeopleTV brand, at the first-ever NewFronts West in Los Angeles today. The presentation will highlight Meredith's unprecedented suite of marketing solutions, including its quality storytelling and data and insights capabilities that deliver impactful results for advertisers. Meredith's event will also feature an interview with actress Anna Faris of CBS's hit comedy "Mom" and host of her self-titled podcast, "Anna Faris Is Unqualified."

"With over 40 trusted and iconic brands, the New Meredith combines at-scale reach, highly coveted audiences like millennials and Latinas, unique and actionable insights and immersive cross-channel experiences that drive impactful results," said Jon Werther, President of Meredith National Media Group. "We're delighted to be a part of the first-ever NewFronts West to reinforce the power of our brands, their brand-safe environments and the impact we can continue to deliver for marketers."

New initiatives Meredith is scheduled to announce include the following:

Expanded PeopleTV

Beginning in the first quarter of 2019, PeopleTV will increase live programming to four hours of news and conversation daily. PeopleTV will extend the People NOW and Chatter franchises, enhance red carpet event coverage and expand live entertainment events that consumers love. All programming will be distributed across Meredith's owned and operated network, its streaming ad supported network PeopleTV and social media platforms. Meredith's owned and operated digital network reaches more than 140 million UVs monthly and is unrivaled in food, home, entertainment and lifestyle. The company also boasts 265 million social followers and more than 9 billion video views.

New Programming for InstagramTV

Meredith will announce a slate of new programming that spans its portfolio of brands and content categories: food, parenting, health/fitness, beauty, home and travel, including:

- A cooking series exclusively for vegans

- A Travel + Leisure series called "Locals," which will follow select Instagram influencers to look at a city through a local's eyes
- A celebrity moms show by PARENTS magazine
- A beauty show for commuters featuring REAL SIMPLE's beauty director
- An over-the-top dessert show with a food stylist from Better Homes & Gardens

"Instagram is a primary platform for mobile content discovery," said Andrew Snyder, Senior Vice President and Head of Video. "Leveraging our talent and brands that already have traction and sizable followings on the Instagram platform and focusing on topics that resonate with millennial moms and Gen z, we plan to super serve the super users of this platform."

Meredith will also reinforce the fact that its signature Meredith Sales Guarantee extends beyond print and digital to video, demonstrating the company's continuing commitment to delivering for its marketing partners. The company has measured more than 140 digital, print and integrated brand campaigns, and each one has yielded positive ROI, which includes a sales lift of up to 150% vs. control and an ROI of \$8 for every dollar invested in Meredith properties.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; meredith.com) has been committed to service journalism for more than 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 175 million unduplicated American consumers every month, including over 80 percent of U.S. Millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, parenting and home. Meredith is the No. 1 magazine operator in the U.S., and owner of the largest premium content digital network for American consumers. Meredith's leading national brands include PEOPLE, Better Homes & Gardens, InStyle, Allrecipes, REAL SIMPLE, Shape, Southern Living and Martha Stewart Living. 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. and at walmart.com. Meredith's National Media Group also includes leading affinity marketer Synapse, and The Foundry, the company's state-of-the-art creative lab and content studio.

SOURCE Meredith Corporation

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