

# EatingWell Debuts January/February 2019 Issue With Enhanced Product

## --Epicurean Category Powerhouse Now Reaches 1.775 Million--

NEW YORK and SHELBURNE, Vt., Jan. 8, 2019 /[PRNewswire](#)/ -- Meredith Corporation's [EatingWell](#) magazine which today unveiled the January/February 2019 issue, now commands a circulation rate base of 1.775 million and is the largest subscription title in the epicurean category featuring original brand content.

"The first issue of the year is all about transformations, starting with the pages of this magazine," said Jessie Price, Editor in Chief. "Beginning with this issue, we've combined EatingWell and Cooking Light to bring our readers a better product that will help them be healthier by inspiring them to cook delicious meals, learn about nutrition and make better lifestyle choices."

The issue is jam-packed with more than 50 delicious recipes and each one is accompanied by bold photography and strong visuals. Additionally, the sections have been reorganized to integrate two popular Cooking Light features: "Dinner Tonight," an easy-cooking guide and menu planner for weeknight meals in 45 minutes or less and "Good. Food. Fast," a column filled with healthy snack ideas that are satisfying, convenient and require minimal cooking. With a 10 times per year frequency, EatingWell continues to boast a larger trim size as part of the brand experience.

"EatingWell's strengthened editorial product provides our marketing partners with even greater access to an exuberant group of consumers who want to eat better and feel good about their food choices," said Mark Josephson, EVP and Group Publisher of the Meredith Food Group. "This enhanced product blends the best of both brands and celebrates how healthy food is a part of everyday life for a mainstream audience."

According to PIB, EatingWell's advertising pages are up 5.3% for the year through November 2018, leading the epicurean category in performance during this period. In September 2017, Tiffany Ehasz was named Publisher of EatingWell. Under her leadership the brand has experienced a significant revenue growth of nearly 14%. Furthermore, the total UV average between January and March 2018 is 4.05MM (comScore Multiplatform). Along with a rate base increase, EatingWell demonstrated a strong ad performance for the year – bucking the trend on the industry's advertising side.

EatingWell has been at the forefront of the healthy-eating movement for more than 25 years. Its food and science-based wellness journalism covers a wide range of topics in sync with what consumers crave from a food magazine today, including farm-to-table, locally sourced ingredients, and fresh and easy recipes.

Cooking Light continues to produce newsstand-only special interest publications (SIP) which are available nationwide, including Cooking Light All-Time Top-Rated Recipes on sale December 7, 2018 and Cooking Light Healthy Eating Guide on sale January 4, 2019. The brand also continues to operate [CookingLight.com](#) and its social destinations – [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#) – as well as its branded businesses which include licensing, cookbooks and the Cooking Light Diet.

Represented in the food category with more than 10 brands addressing the aspirational and practical needs of consumers, Meredith's influential content, utility and immersive experiences drive \$2 out of every \$3 in food purchases made in store and online.

## **ABOUT EATINGWELL**

Launched in 1990, EatingWell is a leading source of delicious, healthy recipes, entertaining ideas, and inspiring articles about food origins and science-based nutrition. EatingWell is a fast-growing multimedia brand in the expanding healthy-eating sector. Its core mission is to give readers a better way to eat deliciously, live healthy, feel happy and look great. In 2016, EatingWell was named by *Advertising Age* as one of the "Top 10 Magazines of the Year." The brand has also won 15 James Beard awards, with an additional 25 nominations.

EatingWell is published ten times a year by **Meredith Corporation** (NYSE:MDP) ([www.meredith.com](http://www.meredith.com)) with a circulation of 1.775 million. The brand has diversified to multiple formats, including a content-rich website that reaches over 5.2 million unique visitors per month, content and brand licensing, custom publishing and consumer cookbooks. For additional information, visit [www.eatingwell.com](http://www.eatingwell.com).

SOURCE EatingWell

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