

Meredith Corporation Promotes Kylee Krizmanic Editorial Content Director Of Midwest Living And Meredith Travel Media Group

DES MOINES, Iowa, April 5, 2019 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the leading media and marketing company that serves 175 million unduplicated American women and 80 percent of U.S. millennial women, announced today that Kylee Krizmanic has been promoted to Editorial Content Director of Midwest Living and Meredith Travel Marketing Content Studio, effectively immediately.

Krizmanic, most recently Creative Director of both Midwest Living and the Meredith Travel Marketing Content Studio, has held various senior editorial and design positions at Meredith. In her new role, Krizmanic oversees content and editorial operations for the Midwest Living brand and content marketing campaigns for the content studio. She reports to Stephen Orr, VP, Group Editorial Director of Meredith, and she succeeds Trevor Meers, who left Midwest Living earlier this month.

"Since joining Midwest Living, Kylee has played a pivotal role in both the reinvention of the magazine and the growth of the content studio, from a single client to a current list of more than 15 clients," said Orr. "Her eye for beautiful design and powerful storytelling makes her the ideal choice to lead this beloved brand."

Krizmanic commented: "I'm thrilled to lead the talented team at Midwest Living and Meredith Travel Marketing. I look forward to continuing to provide Midwest Living's audience with premium content as well as serving our national travel clients, which now include many states beyond the Midwest travel region."

As Creative Director, Krizmanic led the creative for both the brand's 950,000-circulation lifestyle magazine and its custom content studio. Under her leadership, Midwest Living and the Meredith Travel Marketing Content Studio have been recognized for outstanding design and photography—winning numerous awards at the national level. Krizmanic has been recognized as a 40 under 40 and named to FOLIO's 2018 Top Women in Media. She holds a degree from the University of Kansas and was a graduate of the Greater Des Moines Leadership Institute.

ABOUT MEREDITH CORPORATION

Meredith Corporation has been committed to service journalism for more than 115 years. 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 the No. 1 magazine operator in the U.S. and owner of the largest premium content digital network for American consumers. Meredith's Local Media Group includes 17 television stations, reaching 11 percent of U.S. households.

SOURCE Meredith Corporation

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