

Meredith's Better Homes and Gardens Named Magazine of the Year by Advertising Age

More magazine is runner-up as Meredith titles capture top two spots

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DES MOINES, Iowa and NEW YORK, Oct. 29 /[PRNewswire-FirstCall](#)/ -- Better Homes and Gardens, Meredith Corporation's (NYSE: MDP) flagship title, was named 2007 Magazine of the Year by Advertising Age during yesterday's opening night dinner at the American Magazine Conference in Boca Raton, FL. More, Meredith's lifestyle magazine for women over 40, was the runner-up on Advertising Age's 10-title A-List as Meredith captured the top two spots for the first time in company history.

"This is a remarkable accomplishment and a tribute to the enormous dedication, talent, and commitment of the entire staffs at both Better Homes and Gardens and More," said Meredith Publishing Group President Jack Griffin. "Both are beautiful magazines and strong brands that fulfill the passions and desires of their readers as well as the marketing goals of our customers."

In honoring Better Homes and Gardens in its October 29 issue, Advertising Age wrote, "Better Homes and Gardens rode a February redesign to a huge spike in newsstand sales . . . the brand team also fixed Better Homes' website; added a video channel, Better.tv; and struck a long-term licensing deal to return its name to the residential real-estate business."

Advertising Age was also effusive in its praise of More, "More magazine is a year older, wiser and wealthier since topping our 2006 A-List . . . This magazine's ad sales are still growing like it's a launch, but More is almost 10 years old. Rate base is slated to climb again, by 9.1% to 1.2 million in 2008."

ABOUT MEREDITH CORPORATION

Meredith (<http://www.meredith.com/>) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group features 25 subscription magazines -- including Better Homes and Gardens, Ladies' Home Journal, Family Circle, Parents, American Baby, Fitness and More -- and publishes approximately 180 special interest publications under approximately 80 titles. Meredith has more than 400 books in print. Meredith owns 13 television stations, including properties in top-25 markets Atlanta, Phoenix and Portland, OR. Additionally, Meredith has an extensive online presence that includes more than 40 web sites and two broadband channels -- Better.tv and Parents.tv.

Meredith Integrated Marketing has established marketing relationships with some of America's leading companies. Meredith's consumer database, which contains approximately 85 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to conduct precise targeted-marketing campaigns. Meredith is also the leading publisher serving Hispanic women in the United States with titles such as Siempre Mujer and Ser Padres.

SOURCE: Better Homes and Gardens; Meredith Corporation

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