

# Meredith to Launch Diabetic Living Brand in Russia

DES MOINES, Iowa, Dec. 2, 2010 /PRNewswire/ -- Meredith Corporation (NYSE: MDP), the leading media and marketing company serving American women, announced today that it has launched its **Diabetic Living** brand in Russia under license with Dear Media.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Moscow-based Dear Media has begun publishing a quarterly localized edition of *Diabetic Living*, now available in Russia via both subscription and on the newsstands. The agreement represents the fourth local edition for *Diabetic Living*. The brand is also published in Australia and Italy, and will launch early in 2011 in India.

Dear Media is headed by Nikolay Gogol, who brings a wealth of experience at developing and publishing popular medical brands and titles for women including *Medical News*, *Home Doctor* and *Woman's Secrets*.

"We're very pleased to be partnering with Dear Media to bring this important brand to Russia," said John Zieser, Meredith's Chief Development Officer. "With its positive editorial messaging and science-based medical advice, *Diabetic Living* is well-positioned to help Russian-speaking consumers best manage diabetes and lead a full and healthy life."

*Diabetic Living* features cutting-edge research along with diet, exercise, food, nutrition and health information. It is dedicated to providing action-oriented information to help consumers improve their quality of life.

Meredith ([www.meredith.com](http://www.meredith.com)) – owner of powerful consumer brands such as **Better Homes and Gardens**, **Parents** and **Family Circle** and cutting-edge marketing capabilities – is the No. 1 media and marketing company serving American women.

Meredith is actively seeking international licensing and strategic partners. If your company is interested in aligning with one of America's leading media and marketing companies, please contact **John Zieser, Chief Development Officer** ([john.zieser@meredith.com](mailto:john.zieser@meredith.com)) or his Business Development team. **To learn more about Meredith's strategic partnering, [click here](#).**

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