

Meredith To Launch Fit Pregnancy And Baby Magazine

Merging American Baby Magazine into Fit Pregnancy & Baby to Create Leading Lifestyle Brand for Expectant Millennial Women and New Moms

NEW YORK and DES MOINES, Iowa, Nov. 3, 2015 /[PRNewswire](#)/ -- Meredith Corporation (NYSE:MDP, www.meredith.com), the leading media and marketing company serving more than 100 million unduplicated American women, announced today that it will launch *Fit Pregnancy and Baby* beginning with the February 2016 issue.

Meredith will produce *Fit Pregnancy and Baby* incorporating the best of *American Baby* magazine, with *American Baby's* readers receiving the new and enhanced *Fit Pregnancy and Baby* magazine. *Fit Pregnancy and Baby* will have a continued rate base of 2 million, with a continued eleven times per year frequency, and reach an estimated multi-platform audience of 8.4 million. Meredith will continue to publish *American Baby* products periodically and the brand will continue to live online.

The current *Fit Pregnancy* website (www.fitpregnancy.com), which produces new original daily content, will serve as *Fit Pregnancy and Baby's* digital home. The website is part of the Meredith Parents Network, which reaches a combined audience of 11.4 million unduplicated unique monthly visitors and social reach of over 5 million followers.

"The *Fit Pregnancy and Baby* brand reflects the modern expectant and new mom's approach to maintaining a healthy lifestyle throughout her pregnancy and beyond," says Carey Witmer, EVP/President, Meredith Parents Network. "We believe the brand has a strong resonance in particular with today's audience of multicultural millennial moms who understand the importance of wellness but also want to look great and have fabulous style throughout the journey of pregnancy and new motherhood."

Witmer notes that Meredith reaches over 60% of American millennial women across its portfolio of magazine media brands and digital properties. *Fit Pregnancy and Baby* will be led by the current editorial team for *American Baby* including Executive Editor Mindy Walker.

Fit Pregnancy and Baby will cover a range of topics important to this audience of millennial women and new moms including beauty, nutrition, maternal and baby health, fashion, wellness, and other lifestyle topics such as celebrity pregnancy and style.

"For the millennial woman, pregnancy and being a new mom is a uniquely special life stage, with its own celebrity icons, fashions, social-media trends and celebrations—like gender-reveal parties—that are unique to this generation. I'm excited to be working on the *Fit Pregnancy and Baby* brand and celebrating that time with our readers," says Walker.

The Meredith Parents Network is a collection of five cornerstone brands – *Parents*, *FamilyFun*, *Ser Padres*, *Parents Latina* and now *Fit Pregnancy and Baby* – reflecting the multi-faceted experience of what it means to be a mom today. The Meredith Parents Network reaches these moms through dynamic media platforms that engage them in ways they can personally relate to – in the moments, places, and languages that are meaningful to them.

"The Meredith Parents Network continues to remain focused on delivering best-in-class

editorial content to our readers across multiple media channels," says Witmer. "*Fit Pregnancy and Baby* will deepen that engagement with our audiences of millennial women and new moms, providing new opportunities for marketers to connect with this influential audience."

The launch of *Fit Pregnancy and Baby* is the latest in a series of acquisitions, launches and alliances for Meredith's National Media Group including:

- The acquisition of the Shape brand and the launch of an enhanced *Shape* magazine with a 2.5 million rate base;
- A 10-year licensing agreement with Martha Stewart Living Omnimedia to acquire the rights to *Martha Stewart Living*, *Martha Stewart Weddings* and www.marthastewart.com media properties;
- The launch and growth of the award-winning *Allrecipes* magazine, which followed the acquisition of Allrecipes.com;
- The acquisition of leading digital destinations and platforms, including native and engagement-based digital advertising leader Selectable Media; the Grocery Server technology from Qponix; and the Millennial-focused website www.mywedding.com; and
- The launch of *Parents Latina*, an English-language magazine with a rate base of 700,000 targeting Millennial Latina moms.

Additionally, over the last four years, Meredith has acquired the *Eating Well*, *FamilyFun*, *Rachael Ray Every Day* and *Parenting* brands.

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP**; www.meredith.com) has been committed to service journalism for more than 110 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 an audience of over 230 million monthly, including 100 million unduplicated women and 60 percent of American millennial women. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents and Allrecipes. The National Media Group features robust brand licensing activities, including over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets.

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