

Meredith's The Magnolia Journal To Raise Rate Base To 1.2 Million In Spring 2018

DES MOINES, Iowa and WACO, Texas, Oct. 26, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; meredith.com) – the leading media and marketing company with national brands serving 110 million American women including 70 percent of all U.S. female Millennials – announced today that it will raise the rate base of quarterly magazine *The Magnolia Journal* to 1.2 million beginning with the Spring 2018 issue.

"*The Magnolia Journal* has been one of the most successful launches in the history of the magazine industry," said Meredith Magazine President Doug Olson. "In just a year we've generated 1 million paid subscribers. On newsstands, *The Magnolia Journal* has averaged nearly a 70 percent sell-through rate, compared to the industry average of 25 percent. And advertisers are clamoring to be in its pages. *The Magnolia Journal* is a home run in every sense of the word."

The Magnolia Journal – based on Chip and Joanna Gaines' popular Magnolia brand – debuted in Fall 2016 as a newsstand-only title with an initial run of 400,000 copies and a cover price of \$7.99. Within a week, major U.S. retailers started to request additional copies, citing sold-out pockets across the country, and another 200,000 were printed. The rate base was subsequently increased to 800,000 for the Fall and Winter 2017 issues, and Meredith is already selling more than a million copies of *The Magnolia Journal*.

Additionally, advertiser interest has been very strong. The Winter Issue, which hits newsstands November 14, has been very popular across several advertising categories. New advertisers include RoC Skin Care, Minted.com, Pepperidge Farm Goldfish, Garnett Hill, Paper + Packaging Board, Crypton, Jif, Overstock.com, and Hearth & Hand with Magnolia – which is a collaboration with Joanna and Chip Gaines available at Target.

"*The Magnolia Journal* has had an incredible year," said Christine Guilfoyle, Meredith SVP/Group Publisher. "Consumers are captivated with Chip and Joanna's passion and enthusiasm around things they love: family and the celebration of each new season. When you give consumers what they want in a space that fills a specific niche, there is obviously consumer success attached to that and advertising success has followed. Importantly for our industry, *The Magnolia Journal* continues to support the power of print."

The Magnolia Journal will continue to focus editorially around themes, and for 2018, those will include

- Spring 2018 – Intentionality
- Summer 2018 – Curiosity
- Fall 2018 – Generosity
- Winter 2018 – Contentment

In addition to its strong subscriber base, *The Magnolia Journal* continues to be available for purchase at major U.S. retailers, the popular Magnolia Market in Waco, Texas and magnoliamarket.com.

ABOUT THE MAGNOLIA JOURNAL

The Magnolia Journal is a quarterly lifestyle magazine that marks the first print extension of Chip and Joanna Gaines' powerhouse Magnolia brand. Inspiring readers to create their best homes, families and lives while making every moment count, the magazine covers

entertaining, seasonally driven celebrations, outdoor living, family, food, healthy lifestyle and more. Showcased through the Gaines' signature rustic, back-to-our-roots aesthetic, every issue delivers idea-rich content that encourages readers to dive in and try something new.

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP**; www.meredith.com) has been committed to service journalism for 115 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 110 million unduplicated women every month, including 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes & Gardens*, *Allrecipes*, *Parents*, *SHAPE*, *Martha Stewart Living* and *The Magnolia Journal*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. and at www.Walmart.com. Meredith Xcelerated Marketing (www.mxm.com) is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 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. Meredith's stations produce 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

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