The Magnolia Journal Reaches More Than 5.5 Million With Median Household Income Of More Than $110,000

Magazine Maintains Its Momentum with First-Time Measurement by MRI

DES MOINES, Iowa and WACO, Texas, Dec. 12, 2018 /PRNewswire/ -- The Magnolia Journal, an extension of Joanna and Chip Gaines's Magnolia brand and published by Meredith Corporation (NYSE: MDP; Meredith.com), has a total audience of 5,585,000 and an adult median household income of $110, 867, ranking 13th of all titles measured, according to the fall 2018 study from market research firm GfK MRI. The study also revealed that The Magnolia Journal's audience commands a predominantly female audience of 4,780,000. These results mark the first time the quarterly publication with a rate base of 1.2 million has been measured by MRI's biannual study.

"The strength of these numbers is a testament to the power and vitality of this brand," says President of Meredith Magazines Doug Olson. "Joanna and Chip have clearly struck a chord with a highly desired audience."

Having been launched in the fall of 2016 as a newsstand-only title with an initial run of 600,000 copies, The Magnolia Journal now has a cover price of $7.99. Since Mark Josephson took over the brand as publisher last year, The Magnolia Journal has won major new business from Café Appliances, Clinique, Dodge, Garnier, Google Nest, Heinz, Hillshire Farms, Maybelline, Neutrogena, Prudential and Target, among others.

The Magnolia Journal continues to evolve and grow as a brand, with fresh content from Joanna Gaines that provides unique and actionable ideas for home projects and décor, tips for outdoor living and gardening, and ways to celebrate holidays and everyday gatherings with family, friends and food.

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

ABOUT THE MAGNOLIA JOURNAL

The Magnolia Journal is a lifestyle magazine from Magnolia, a Waco, Texas-based home and lifestyle brand founded in 2003 by Chip and Joanna Gaines. The magazine offers readers fresh inspiration for the home and beyond.

ABOUT MEREDITH CORPORATION

Meredith has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms—including broadcast television, print, digital, mobile and video—to provide consumers with content they desire and deliver the messages of its advertising and marketing partners. Meredith's National Media Group reaches 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith's Local Media Group includes 17 television stations, which reach more than 11 percent of U.S. households.

SOURCE Meredith Corporation

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