

Meredith Brands PEOPLE, Allrecipes And Better Homes & Gardens Rank No. 1, No. 2 And No. 7 Of Top 10 Largest Magazine Audiences Across Platforms

Eight Meredith Brands Featured in Latest Alliance for Audited Media Magazine Media 360° Brand Audience Report, Including FOOD & WINE, Entertainment Weekly, Travel + Leisure, Southern Living and SHAPE

NEW YORK, Aug. 18, 2020 /PRNewswire/ -- Meredith Corporation's (NYSE: MDP) category-leading brands—PEOPLE, Allrecipes, Better Homes & Gardens, SHAPE, Southern Living, Entertainment Weekly, FOOD & WINE and Travel + Leisure—have achieved momentous performances in audience rankings, according to the latest Magazine Media 360° Brand Audience Report produced by the Alliance for Audited Media (AAM) for June 2020, which covers 93 magazine brands and 21 publishing companies.

PEOPLE, one of the world's leading entertainment media brands, ranks No. 1 in Total Brand Audience across platforms with 87.6 million, followed by Allrecipes, America's largest digital food media brand, at No. 2 with 62.5 million and Better Homes & Gardens at No. 7 with 39.4 million.

"This report is a testament to the relevant, high-quality food, family, home and entertainment content that Meredith has continued to produce during these challenging times. We are so proud of our team's commitment to quality now more than ever," said Catherine Levene, President/Chief Digital Officer of Meredith Digital.

"This is excellent news and demonstrates the talent and expertise of our content creators," added Doug Olson, President of Meredith Magazines.

Other highlights are as follows:

PRINT & DIGITAL AUDIENCE:

- **PEOPLE** ranks No. 2 with **31.8 million**
- **Better Homes & Gardens** ranks No. 3 with **29.5 million**
- **Southern Living** ranks No. 9 with **14.7 million**

WEB AUDIENCE:

- **Allrecipes** ranks No. 2 with **10.4 million**
- **PEOPLE** ranks No. 4 with **6.6 million**

MOBILE WEB AUDIENCE:

- **PEOPLE** ranks No. 1 with **45.1 million**
- **Allrecipes** ranks No. 2 with **37.6 million**

VIDEO AUDIENCE:

- **Allrecipes** ranks No. 8 with **5.1 million**

Meredith brands also performed well in the Average Monthly Audience percentage growth comparison for June 2020 versus 2019. **FOOD & WINE**'s Total Brand Audience across platforms grew 18.0% for a No. 10 ranking, and **Entertainment Weekly**'s Print and Digital Audience increased 19.1% at No. 9 in the set, followed by

Travel + Leisure at No. 10 in the set with a 18.5% increase. **Southern Living**'s Web Audience rose 76.3%, ranking No. 5 in the set, while **SHAPE**'s Video Audience rose 211.9% for a No. 7 ranking.

For more information about the AAM report, click [here](#).

ABOUT MEREDITH CORPORATION

[Meredith Corporation](#) has been committed to service journalism for 118 years. Meredith uses multiple distribution platforms—including broadcast television, print, digital 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 over 190 million unduplicated American consumers every month, including nearly 95 percent of U.S. women. Meredith is the owner of the largest premium content digital network for American consumers and the No. 1 magazine operator in the U.S. The company's Local Media Group includes 17 television stations, reaching 11 percent of U.S. households.

SOURCE Meredith Corporation

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