

MEREDITH CORPORATION RANKS #2 ON LIST OF MEDIA COMPANIES TO DO BUSINESS WITH, ACCORDING TO NEW STUDY

NYSE:MDP

(DES MOINES, IA and NEW YORK, NY, JULY 16, 2018) — Meredith Corporation today announced that it ranked #2 on the list of media companies with which to do business, according to the 2018 Advertiser Intelligence Report released by Advertiser Perceptions. Meredith follows Google which ranked #1 and precedes NBC Universal at #3. The report provides useful advertising industry insights provided by advertising agency and marketer decision makers and reveals their perceptions of individual media companies.

Advertisers were asked to rate media companies based on numerous factors. The findings reveal that Meredith was rated as one of the top three companies in terms of both understanding advertiser needs and ease of doing business, and that it also was highly-rated for delivering high quality audiences to advertisers.

In addition, a separate and subsequent study conducted by Advertiser Perceptions illustrates that advertisers view Meredith's acquisition of Time Inc. as a positive change for the industry that provides larger scale and a bigger partner.

"We're thrilled that marketers and agencies confirmed our early expectations that the merging of these two iconic companies would be beneficial to the advertising community," said Jon Werther, President of Meredith National Media Group. "With an unparalleled combination of best-in-class brands, deep audience engagement, and proprietary insights and analytics – and an incredibly talented group of employees -- we'll continue to provide our clients and partners with more of what they want: premium, brand-safe and results-driven solutions at scale."

"Once again the Advertiser Intelligence Report findings demonstrate that advertisers want to spend their advertising dollars with fewer partners, creating larger deals and establishing stronger relationships with media partners," said Andy Sippel, Senior Vice President, Advertiser Perceptions.

The 2018 Advertiser Intelligence Report included 2,000+ online interviews with marketer and agency contacts from the Advertiser Perceptions Media Decision Maker Database. These individuals represent all types of buyers, with titles that ranged from VP and above (41%) and director/supervisor (41%) to manager/planner/buyer (18%).

The study was fielded from November to December 2017.

ABOUT ADVERTISER PERCEPTIONS

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising industry. Our exclusive insights, practical advice and knowledgeable guidance produce actionable solutions that deliver results and enable our clients to thrive in today's

complex and competitive advertising market. For more information about our services or to arrange a private briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.

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 nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty and fashion. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S., and The Foundry, the company's state-of-the-art creative lab and content studio. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

For further information: Jill Davison, Meredith Corporation, 212-522-0105,
Jill.Davison@Meredith.com Amalia Carusone, Meredith Corporation, 212-522-0861,
Amalia.Carusone@Meredith.com

<https://dotdashmeredith.mediaroom.com/news-releases?item=137224>