

facts + figures



Meredith Corporation (NYSE:MDP, www.meredith.com) is the leading media and marketing company serving American women. Meredith combines well-known national brands - such as Better Homes and Gardens, Parents and Family Circle - with 12 local network-affiliated television brands in fast growing markets. These brands have popular and robust Web sites as well. Meredith is the industry leader in creating content in key consumer interest areas such as family, home, health and wellness, and self-development. Meredith then uses multiple distribution platforms - including print, television, online, mobile and video - to provide consumers with the content they desire and to deliver the messages of its marketing partners. Meredith also features full-service marketing solutions capabilities that provide national and international companies with innovative and cutting edge marketing services. Meredith has significantly added to its portfolio through acquisitions and investments in the digital, mobile, word-of-mouth, health care and database areas.

national media brands

- Better Homes
- HomeJournal
- fitness
- baby
- ReadyMade
- mujer
- SPECIAL INTEREST media
- WOOD
- divine caroline
- Better
- FamilyCircle
- More
- Parents
- TRADITIONAL HOME
- Midwest Living
- Padres
- SUCCESSFUL FARMING
- meredithwomen'snetwork
- Mixing Bowl
- Home (TV)



local media brands

- Atlanta
- FOX GREENVILLE
- 5 KANSAS CITY
- FOX 5 LAS VEGAS
- 5 PHOENIX
- FOX 12 PORTLAND
- my 5
- 3 HARTFORD - NEW HAVEN
- TV KANSAS CITY
- WORKING 4 YOU NASHVILLE
- PDX TV PORTLAND
- CBS 03 SPRINGFIELD



marketing solutions

- Meredith Integrated Marketing**
- Customer Relationship Marketing
 - Custom Publishing
 - Database Marketing, Modeling + Analytics
 - Healthcare Marketing
 - Mobile Marketing
 - Web Design + Development
 - Word of Mouth + Digital PR
- Creative + Print Services**
- Experiential Marketing**
- Hispanic Marketing**
- Research + Consumer Insights**
- Retail Promotions**
- Video Production + Distribution**

National Media Brands

Meredith Corporation's national business is anchored by strong brands that resonate with consumers and advertisers alike. Beginning with parenthood and home ownership, we provide information and inspiration that fuels women's key passions in areas of home, family, and their health and well-being. Meredith's national brands reach 75 million unduplicated women each month.

- Better Homes and Gardens
- More
- Ladies' Home Journal
- Family Circle
- Fitness
- Parents
- ReadyMade
- Traditional Home
- American Baby
- Midwest Living
- Wood
- Successful Farming
- Siempre Mujer
- Ser Padres

Online Media

Meredith owns and operates more than 50 Web sites that reach an average of more than 20 million unique visitors each month. The Meredith Women's Network of sites is comprised of three profitable, targeted sub-networks. The first is BHG.com, which offers a variety of best-in-class tools and resources around food and recipes, home decor and renovation, gardening, holidays, crafts and health. The group also includes the Parents Network and the Real Girls Network, anchored by Parents.com, DivineCaroline.com and FitnessMagazine.com. In addition to the wealth of content and tools on the sites, Meredith has grown a robust social networking and community presence.

Integrated Marketing

Many of America's best-known brands have partnered with Meredith Integrated Marketing (MIM) to strengthen the relationships they have with consumers. Integrated Marketing is a leading direct and digital marketing provider that uses Meredith's extensive resources to provide brands with compelling CRM strategies and solutions. Meredith has acquired or invested in a number of companies to enhance its capabilities. These include digital agencies O'Grady Meyers and Genex; social media and word of mouth marketing specialist, New Media Strategies; data analytics firm Directive; medical marketing company Big Communications, and leading mobile strategy experts, The Hyperfactory.

Meredith 360°

Meredith 360° is a strategic marketing unit offering clients unparalleled access to the vast portfolio of media products and services Meredith has to offer. Their team of creative and marketing experts provides innovative solutions across multiple media channels by integrating insight and original content into programs that deliver results. By leveraging the equity and influence of Meredith's trusted national and local brands, Meredith 360° helps marketers build stronger, more meaningful customer relationships.

Brand Licensing

Meredith licenses the Better Homes and Gardens magazine brand. Most notably, Walmart, the nation's largest retailer, has licensed BH&G for a full line of home decor and garden and outdoor living products. Realogy Corporation, the world's largest operator of real-estate franchises, has licensed the brand to create the Better Homes and Gardens Real Estate Network. Universal Furniture International has licensed BH&G to create a full line of fine quality wooden furniture and upholstered products for living rooms, bedrooms and dining rooms. Most recently, Better Homes and Gardens has been licensed to 5 Star Mattress, a division of Serta.

Local Media Brands

Meredith owns 12 television stations reaching approximately 10 percent of all television households. Meredith television stations and their respective market ranks are listed below. In addition to the main over-the-air broadcast channels, Meredith has several digital channels such as Weather Now in Phoenix and Las Vegas, NyNetwork TV in Saginaw, and Telemundo in Nashville.

- WGCL-TV (CBS) Atlanta, GA (8)
- KPHO-TV (CBS) Phoenix, AZ (12)
- KPDX-TV (MYN) Portland, OR (22)
- KPTV-TV (FOX) Portland, OR (22)
- WSMV-TV (NBC) Nashville, TN (29)
- WFSB-TV (CBS) Hartford, CT (30)
- KCTV (CBS) Kansas City, MO (31)
- KSMO (MYN) Kansas City, MO (31)
- WHNS-TV (FOX) Greenville, SC (36)
- KVUU-TV (FOX) Las Vegas, NV (42)
- WNEM-TV (CBS) Flint-Saginaw, MI (66)
- WSHM-TV (CBS) Springfield, MA (111)

Database Marketing

Meredith's U.S. database is the largest of any media company. It contains more than 85 million unduplicated consumer names, reaching 8 out of 10 home-owning households. The database plays a vital role in Meredith's subscription acquisition and renewal efforts, as well as helps to create direct-mail and online programs for clients to market to potential customers.

Video Solutions

Meredith Video Solutions, the company's in-house production unit, creates broadcast quality video, much based on Meredith's highly-trusted magazine brands for multi-platform delivery. Its growing portfolio includes Better, a daily hour-long syndicated lifestyle show currently airing in more than 50 markets across the country including five of the top 10 U.S. cities; and ParentsTV, a Video-on-Demand service airing in 15 million homes on Comcast Cable systems and mobile networks.

Print Advantage

Meredith Print Advantage is a fully integrated print management group helping customers optimize their print and marketing programs. The print advantage team can create everything from high-impact magazine inserts to multi-dimensional, multi-mailing direct mail programs, optimizing clients' budgets for the best possible outcome.