



# FACT SHEET

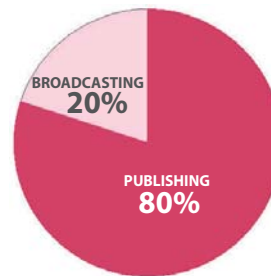
Meredith Corporation (NYSE:MDP) is one of America's leading media and marketing companies operating businesses centered on magazine and book publishing, television broadcasting, integrated marketing and interactive media.

Headquartered in Des Moines, Iowa, the company employs more than 3,500 people. Major offices also are located in New York City, Chicago, Detroit, San Francisco, Los Angeles, Washington D.C. and in 10 television markets.

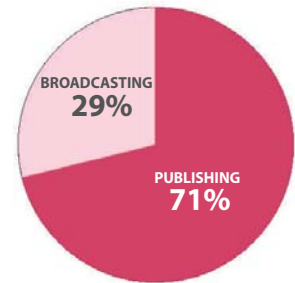
Meredith's official Web site, as well as a listing of all Meredith-related sites, is located at [www.meredith.com](http://www.meredith.com).

Meredith stock was first offered for public sale in 1946 and has been listed on the New York Stock Exchange since 1965. The company's fiscal year is July 1 through June 30.

## FISCAL YEAR 2008 FINANCIALS



Total Revenues: \$1.6 billion



Total Operating Profit: \$242 million

## NATIONAL BRANDS

Meredith owns a number of brands focused on service journalism for the home and family market. With a combined circulation of nearly 35 million and a readership of more than 140 million, Meredith magazines tap into the passionate interests of women. Our portfolio includes 25 subscription magazines along with Special Interest brands focused on cooking, decorating, remodeling, crafting, and gardening. Most of these carry the Better Homes and Gardens brand name.

Meredith Books features more than 300 titles. One of the best known titles is the red-plaid Better Homes and Gardens New Cook Book. Other titles focus on the Better Homes and Gardens core categories of home, food and garden. The group's portfolio also includes books for clients such as The Home Depot.

## SUBSCRIPTION MAGAZINES

- American Baby
- Better Homes and Gardens
- Country Home
- Family Circle
- Fitness
- Ladies' Home Journal
- Living the Country Life
- Midwest Living
- More
- Parents
- ReadyMade
- Siempre Mujer
- Successful Farming
- Traditional Home
- WOOD

## SPECIAL INTEREST PUBLICATIONS offered as subscriptions

- American Patchwork & Quilting
- Beautiful Homes
- Country Gardens
- Creative Home
- Decorating
- Diabetic Living
- Do It Yourself
- Garden Ideas & Outdoor Living
- Heart-Healthy Living
- Renovation Style
- Scrapbooks etc.

## BROADCASTING

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, MyNetwork TV in Saginaw, and Telemundo in Nashville.

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

## BRAND LICENSING

Meredith licenses the Better Homes and Gardens and Parents magazine brands to other companies. Most notably: Wal-Mart, the nation's largest retailer, has licensed BH&G for a full line of home decor products and premium-quality garden furniture and decor. Realogy Corporation, the world's largest operator of real estate franchises, has licensed BH&G for a new division - Better Homes and Gardens Real Estate, which operates both in the U.S. and internationally. Universal Furniture International is licensed by Meredith to create a full line of wooden furniture and upholstered products for living rooms, bedrooms and dining rooms. Parents magazine licenses a major line of preschool toys via Battat, Inc. sold primarily at Target stores.

## CORPORATE SALES & MARKETING

Meredith Corporate Sales and Marketing is the company's enhanced group sales area. The "Meredith 360°" program uses the full range of assets to provide clients with advertising and marketing programs. Meredith Corporate Sales and Marketing works together with magazines, books, integrated marketing, strategic marketing, interactive media, television, and Meredith Video Solutions -- as well as with key strategic partners -- to implement programs that meet client needs.

## DATABASE MARKETING

Meredith's database is the largest of any U.S. 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 programs for clients and identify potential customers.

## PRINT ADVANTAGE

Meredith Print Advantage uses the company's core production expertise to provide print solutions to advertisers. Meredith's leverage in print and paper purchasing, technical expertise in defining efficient press formats, quality control management on press, and overall project management approach allow us to create this value for customers.

## INTEGRATED MARKETING

Many of America's best-known companies and brands have partnered with Meredith Integrated Marketing to strengthen their relationships with customers. MIM is the business-to-business unit that uses the company's extensive resources to provide leading corporations and brands with custom print and online communications. The current client list includes Acura, Chrysler LLC, Carnival, DIRECTV, Kellogg's, Kraft, Principal, State Farm, Pepsi, and Nestlé, among others. Meredith has recently acquired several companies to enhance MIM's capabilities. These include interactive marketing experts O'Grady Meyers and Genex; word-of-mouth and Web 2.0 marketing specialist New Media Strategies; strategic database firm Directive; and healthcare marketing company Big Communications.

## ONLINE MEDIA

Meredith owns and operates more than 40 web sites that receive an average of approximately 20 million unique visitors each month. Meredith Publishing operates 17 of those sites. These popular home and family destinations online include BHG.com and Parents.com - sites that lead the way in their respective home and parenting brands. Site features include best-in-class tools and resources, rich video applications, and an emphasis on community with blogs from editors and numerous chat rooms. Meredith Interactive Media, a division of the Publishing group, also operates five profitable, stand-alone Web businesses that generate an average total of more than 8 million monthly unique visitors. Meredith recently acquired Healia, a vertical health search engine, to power sites' Web searches.

## VIDEO SOLUTIONS

Meredith Video Solutions, the company's in-house production unit, creates broadcast quality video based on Meredith's highly trusted magazine brands for multi-platform delivery. Its growing portfolio includes two broadband channels -- Better.tv and Parents.tv; *Better*, a daily hour-long syndicated lifestyle show currently airing in more than 40 markets across the country; and Parents TV, a Video On Demand service airing on Comcast cable systems and mobile networks.

## HISPANIC VENTURES

Meredith is the leading magazine company serving Hispanic women and advertisers targeting this market in the United States. Meredith Hispanic Ventures serves this rapidly growing market through a variety of Spanish-language avenues, including women's lifestyle magazine *Siempre Mujer*; parenting publication *Ser Padres*; and custom marketing programs for major clients such as Johnson & Johnson, Procter & Gamble, and McDonald's. Meredith also carries the Spanish-language television station, Telemundo, in Nashville, TN.