



## **ALLRECIPES SETS NOVEMBER TRAFFIC RECORD; REMAINS NUMBER ONE FOOD SITE IN COMPETITIVE ONLINE FOOD CATEGORY**

***More than 46 million unique visitors turned to Allrecipes in November heading into the holiday cooking season***

**DES MOINES, IA/NEW YORK, NY (December 15, 2015)**– Following its recent relaunch in September, Allrecipes has seen continued momentum maintaining its number one food site status according to comScore Media Metrix. During the month of November, Allrecipes saw 46.7 million unique visitors, marking the 18th consecutive year of setting November traffic records. Additionally, Allrecipes leads the food category among millennials, reaching 17.7 million cooks ages 18 to 34, equating to 25 percent of all millennials online.

“With 71 percent of site visits occurring on mobile devices, we continue to see home cooks respond to the new Allrecipes experience, which is designed to make it easier for our community to discover, share and connect with food content from any device,” said Stan Pavlovsky, Allrecipes president. “Across the board we are seeing the food category hit records highs, with just short of 172 million cooks seeking food content online in November, and attribute our more personal, social, and responsive cross-screen experience to our further strengthened position as the category leader.”

Throughout November, home cooks spent more time on Allrecipes than any other U.S. food site (293,000,000 minutes), with more than 27 percent of all home cooks seeking food content online from Allrecipes. Similarly, 32 percent of cooks who sought recipe content only from a mobile device visited Allrecipes, further proving the site’s leadership role in the food category across desktop and mobile.

“Allrecipes has achieved this milestone by responding to the huge shift in how, when and where this next generation of home cooks are seeking to engage and share food content,” said Esmee Williams, Allrecipes vice president of Consumer and Brand Strategy. “The sharing of food experiences through social platforms continues to evolve and increase, and Allrecipes is dedicated to giving home cooks the tools they need to make their cooking journey enjoyable every step of the way, from inspiration to celebration.”

### **ABOUT ALLRECIPES**

[Allrecipes.com](http://Allrecipes.com), the world's largest food-focused social network, receives more than 1.3 billion visits annually from home cooks who connect and inspire one another through recipes, photos, reviews, personal collections, videos, shopping lists and profiles. Since its launch in 1997, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, every day and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites and 3 mobile apps serving 24 countries in 13 languages. It is owned by Meredith Corporation, which reaches more than 100 million unduplicated American women and over 60 percent of U.S. Millennial women.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP**; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets 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 a multi-channel audience of 220 million consumers monthly. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as *Better Homes and Gardens*, *Parents*, *Shape* and *Allrecipes*. The National Media Group features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000

Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

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