



MEREDITH WEDDINGS GROUP TARGETS DESIRABLE MILLENNIAL CONSUMERS

Martha Stewart Weddings and Mywedding Brands Partner to Become Leading Multi-Platform Destination and Resource for Wedding Inspiration

NEW YORK, NY (August 26, 2015) – Meredith Corporation (NYSE:MDP; www.meredith.com), today announced the launch of the Meredith Weddings Group, comprised of *Martha Stewart Weddings* magazine, marthastewartweddings.com, and mywedding.com. The collaboration reaches a combined audience of 6.4 million and ranks #1 in page views per online visitor in its competitive set, making the group a dominant force in the \$57 billion American wedding marketplace¹.

“This is the perfect marriage of two powerful brands targeting a desirable Millennial consumer audience,” said Patti Follo, VP/Publisher of *Martha Stewart Weddings*, who noted more than 2.1 million weddings take place in the United States each year. “We operate under the motto that we’re better together – combining the brand power and expertise of *Martha Stewart Weddings*, which for 20 years has been providing brides with unique ideas and inspiration – with extensive cutting-edge wedding planning tools and local resources from mywedding.com. The result is one of the most comprehensive and wide-reaching platforms in the wedding media space.”

As part of the new Meredith Weddings Group, mywedding.com will now power the local search feature and wedding websites for marthastewartweddings.com. The combination of these two leading brands will provide couples with the ability to find inspiring ideas and information while seamlessly connecting them with local resources to create uniquely personalized wedding experiences.

“The Meredith Weddings Group is designed to guide the couple at every turn from engagement to the wedding to the honeymoon,” said [mywedding](http://mywedding.com) President and CEO, Woody Pastorius. “As a combined platform, we have access to more brides and higher engagement among our audience. We are able to service our bride with inspiration and provide her with the tools to make her vision come to life. We know from our research that couples, especially Millennials, want to infuse their weddings with experiences that reflect their personal tastes and identities.”

Meredith moved aggressively into the wedding space in late 2014 with its agreement with Martha Stewart Living Omnimedia (NYSE:MSO) to operate its media properties, including *Martha Stewart Weddings* magazine and marthastewartweddings.com. A month later, Meredith acquired mywedding.com.

“We believe the wedding category provides a perfect gateway for Millennial consumers to develop deeper affinities for other Meredith brands such as *Shape*, *Allrecipes*, *EatingWell* and *Every Day with Rachael Ray*,” said Follo. “And then we are able to provide exposure and build loyalty for brands such as *Parents*, *American Baby*, *Better Homes and Gardens*, *Family Circle* and *Martha Stewart Living*.”

¹The Wedding Report, https://www.theweddingreport.com/index.cfm/action/wedding_statistics/view/market/id/00/idtype/s/location/united_states/

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE: MDP; 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, including more than 100 million unduplicated American women and over 60 percent of U.S. Millennial women. 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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