

Comscore Ranks Meredith Corporation Digital No. 1 Lifestyle Property
Monday, March 02, 2020 03:49:00 PM (GMT)

January 2020 Report Puts Meredith Properties Ahead of All Lifestyle Competitors, Surpassing 1 Billion Monthly Page Views

NEW YORK, March 2, 2020 /PRNewswire/ -- [Meredith Corporation](#) (NYSE: MDP), the leading multi-platform media company focused on women, reaching more than 180 million American consumers every month and 90 percent of all women in the U.S., today announced that Comscore has ranked Meredith Digital as the No. 1 Lifestyle property online. According to the January 2020 data, Meredith Digital is also one of only four lifestyle properties to surpass 1 billion total monthly pageviews.

Meredith Digital's flagship properties including **PEOPLE**, **Better Homes & Gardens**, **Allrecipes** and **Entertainment Weekly**, recorded significant consumer engagement in January. During this time, users spent an average 12.6 minutes on the company's sites and visited an average of 7.8 pages per session, according to Comscore.

Meredith Digital sites also generated greater year-over-year audience growth, with large gains in unique monthly visitors. For instance, **CookingLight**'s audience grew 42% YoY to 11 million, **Meredith Broadcast Digital** rose 40% YoY to 23 million, **Allrecipes** climbed 13% YoY to 49 million, **Entertainment Weekly** increased 11% YoY to 18 million, and **PEOPLE** grew 10% YoY to 74 million.

"This latest data demonstrates that the growth trends we've been seeing for months have continued as we create trusted content that inspires and empowers women in their everyday lives," said Catherine Levene, President/Chief Digital Officer of Meredith Digital.

Other highlights of Comscore's January 2020 data are as follows:

- **PEOPLE/Entertainment Weekly Network** ranks No. 1 in the Entertainment News category for the 34th month in a row, with 84 million unique monthly visitors.
- **Allrecipes Food Group** reaches 82 million unique monthly visitors and ranks No. 2 in the Lifestyle-Food category.
- **Parents Network** reaches 8 million unique monthly visitors, making it a Top 10 destination in the Parenting-Family category.

ABOUT MEREDITH CORPORATION

[Meredith Corporation](#) has been committed to service journalism for 118 years. 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 over 180 million unduplicated American consumers every month, including nearly 90 percent of U.S. Millennial women. Meredith is the No. 1 magazine operator in the U.S. and owner of the largest premium content digital network for American consumers. Meredith's Local Media Group includes 17 television stations, reaching 11 percent of U.S. households.

☐ View original content to download multimedia: <http://www.prnewswire.com/news-releases/comscore-ranks-meredith-corporation-digital-no-1-lifestyle-property-301014491.html>

SOURCE Meredith Corporation

Contacts: Jill Davison, Jill.davison@meredith.com, (212) 522-0105

Countries: United States

Industries: Advertising, Computer Electronics, Hardware & Software, Multimedia, Internet & Wireless Technology, Publishing & Information Services

Languages: English

Primary Identifiers: MDP-US

Related Identifiers: MDP-US

Subjects: Human Interest Groups