

Meredith Offers iPad Subscriptions to Better Homes and Gardens, Parents and Fitness Through the App Store

Thursday, August 11, 2011 03:30:12 PM (GMT)

Print Subscribers Get Free Access Through Their Current Subscriptions

DES MOINES, Iowa and NEW YORK, Aug. 11, 2011 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the leading media and marketing company serving American women, today announced the highly popular iPad editions of *Better Homes and Gardens*, *Parents* and *Fitness* are available for sale on a subscription basis beginning with the September 2011 issues. Annual and monthly subscriptions range from \$9.99 to \$14.99 per year to \$1.99/month, and are available through In-App Purchase on the App Store.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Print subscribers for all three magazines will have free access to the iPad edition through their current subscription. Single-issues will continue to be available for sale through the App Store.

"We are excited to provide consumers with this new subscription option for engaging with our highly trusted content for their homes, families, and personal development," says Liz Schimel, Chief Digital Officer for Meredith's National Media Group. "Our research over the past several months showed that our audience was excited about interacting with our brands on iPad, and that demand among both current print and new subscribers for a subscription offering through the App Store was high."

The iPad editions of *Better Homes and Gardens*, *Parents* and *Fitness* provide fresh and rich digital content that deepens and expands the consumers' experiences with the brands they love and trust. From delicious recipes and innovative decorating applications – to workout videos and opportunities for parents to play with their kids – every feature delivers helpful, valuable and entertaining content.

The *Better Homes and Gardens*, *Parents* and *Fitness* Apps are available for free from the App Store on iPad or at www.itunes.com/appstore. Monthly and annual subscriptions, as well as individual issues, are available through In-App Purchase.

Over the last year, Meredith has aggressively expanded its digital editions. In addition to the iPad format, Meredith offers:

- Subscriptions and single-issues of *Better Homes and Gardens*, *Parents* and *Fitness* on the Android tablet via Next Issue Media.
- Subscriptions and single issues of *Family Circle* and *More* on the Barnes & Noble NOOKColor.
- Subscriptions and single issues of its Special Interest Media, Creative Collection and Hispanic brands – including *Siempre Mujer* and *Ser Padres* – and *Wood*, *Successful Farming*, and *Living the Country Life* through the Zinio platform.
- A dozen branded mobile Apps, including American Baby's popular Baby Names which has over 650,000 downloads, and Parents Flash Cards with nearly 100,000 downloads.
- A broad array of branded consumer websites that comprise the Meredith Women's Network, which reaches more than 25 million unique users every month.

"We continue to provide our women a rich and varied digital experience to help them manage their busy lives and this new offering will further deepen that relationship with them," says Schimel.

About Meredith Corporation

Meredith Corporation (NYSE: MDP; www.meredith.com) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands – including *Better Homes and Gardens*, *Parents*, *Family Circle*, *Ladies' Home Journal*, *Fitness*, *More*, *Eating Well* and *American Baby* – along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, online, mobile, Tablets, and video

– to give consumers content they desire and to deliver the messages of its advertising and marketing partners. According to the Advertising Industry Reports (AIR) survey of over 1,500 agency and marketing professionals, Meredith is the nation's "Highest Rated Media Company."

Additionally, Meredith uses its many assets to create powerful custom marketing solutions for many of the nation's top brands and companies. Meredith has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, word-of-mouth, social and database marketing.

SOURCE Meredith Corporation

Contacts: Amanda Cortese, +1-212-551-7087, Amanda.Cortese@meredith.com

Countries: United States

Industries: Telecommunications, Computer Electronics, Hardware & Software, Consumer Electronics, Entertainment & Leisure, Multimedia, Internet & Wireless Technology, Publishing & Information Services

Languages: English

Primary Identifiers: MDP-US

Related Identifiers: MDP-US

Subjects: New Products & Services, Human Interest Groups