

Meredith Names Stan Pavlovsky SVP/President Of Allrecipes.com
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NEW YORK, Feb. 27, 2013 /PRNewswire/ -- Meredith Corporation (NYSE: MDP), the nation's leading media and marketing company serving women, announced today that Stan Pavlovsky has been named SVP, Meredith National Media Group/President of Allrecipes.com, the world's No. 1 digital food brand. Pavlovsky will replace Lisa Sharples, who is leaving Allrecipes.com at the end of March to pursue personal interests.

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

Pavlovsky will be responsible for leading Allrecipes.com's marketing, business and international development, as well as working with Meredith's other key business units to enhance and maximize the brand's leading position in the marketplace.

Meredith acquired Allrecipes.com in March 2012. The acquisition placed Meredith first in comScore's Food Community rankings, and more than doubled the audience of Meredith Digital to over 40 million. In total, Meredith now offers advertisers and marketers access to more than 100 million unduplicated American women across all media platforms.

"Stan has the ultimate combination of marketing savvy, digital prowess and e-commerce experience to lead Allrecipes.com to the next level," said Liz Schimel, EVP/Chief Digital Officer, Meredith National Media Group. "We're thrilled to have him join our team. Additionally, we would like to thank Lisa Sharples for the incredible work she has done building Allrecipes.com into the powerhouse brand it is today. We wish her the very best in her next endeavor."

Lisa Sharples, President of Allrecipes.com said, "The six years I spent at Allrecipes were amazing and I am so proud of what we all accomplished. In my time with the company we went from a distant second place in the digital food category to the #1 position with a 66 percent lead over our nearest competitor. I feel lucky to have worked with such an incredible team, and I look forward to watching Allrecipes continue to grow and be successful as part of Meredith."

Prior to joining Allrecipes.com, Pavlovsky served as Vice President, eCommerce at Drugstore.com (a subsidiary of Walgreen Co). There he doubled revenues from 2007 to 2012, and negotiated a strategic partnership with Luxottica. Previously, Pavlovsky held a senior level position with Microsoft Corporation.

Pavlovsky holds a Masters of Business Administration from City University in Bellevue, Washington, and a Bachelor of Arts from California State University in Northridge. He resides in Bellevue, and will be based in Allrecipes.com offices in Seattle.

About Allrecipes.com

Allrecipes.com, the world's largest digital food brand, receives more than 1 billion annual visits from family-focused women who connect and inspire one another through photos, reviews, videos and blog posts. 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, everyday and holiday meal solutions and practical cooking tips. Allrecipes.com is a global, multi platform brand providing insights into the lives of women everywhere based on activity from 18 websites, 18 mobile sites, 11 mobile apps, and 14 eBooks serving 23 countries in 12 languages. For additional information regarding Meredith (NYSE: MDP), please visit www.meredith.com. For additional information regarding Allrecipes.com, please visit <http://press.allrecipes.com>.

About Meredith Corporation

Meredith Corporation is the leading media and marketing company serving American women. Meredith reaches 100 million American women every month through multiple well-known national brands – including Better Homes and Gardens, Parents, Family Circle, Allrecipes.com, Ladies' Home Journal, Fitness, More, American Baby, EveryDay with Rachael Ray and FamilyFun – and local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home,

family, food, health and wellness and self-development. Meredith uses multiple distribution platforms – including print, television, digital, mobile, tablets, and video – to give consumers content they desire and to deliver the messages of its advertising and marketing partners.

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

SOURCE Meredith Corporation

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