

Meredith Corporation Rolls Out The Red Carpet To Showcase New Programming Powered By Its Predictive Intelligence At 2019 NewFronts
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Meredith Introduces a Slate of New Programming with Katie Couric and Brandon Maxwell in Support of the ANA's #SeeHer Movement To Eliminate Unconscious Bias, Increase Gender Equality in Media
New Slate Leans into Company's Entertainment Leadership By Tripling Red Carpet Coverage, Introducing New Reality & Royals Series and Leveraging Authority in Food and Multicultural

NEW YORK, May 2, 2019 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; meredith.com), the nation's largest brand-powered food, lifestyle and entertainment media company, engaging more than 175 million unduplicated American consumers every month, will reveal at the IAB NewFronts today its new slate of programming, powered by its industry-leading data and predictive intelligence capabilities. The presentation, hosted at Meredith's downtown Manhattan office, highlights content from across Meredith's vast portfolio of more than 40 trusted and iconic brands, including PEOPLE, Better Homes & Gardens, InStyle, SHAPE, Parents, Martha Stewart Living, EatingWell and Food & Wine.

Fashion designer and TV personality **Brandon Maxwell**, culinary expert **Gail Simmons**, "PEOPLE Now" host **Jeremy Parsons** and "Couch Surfing" host **Lola Ogunnaike** will join Meredith executives on stage to showcase the new programming slate and new initiatives.

Jon Werther, President, Meredith National Media Group, said: "Since we introduced our new company a year ago at our inaugural NewFronts, we've had extraordinary momentum leveraging emerging technologies – from video and voice to AI and commerce – to create powerful connections with engaged audiences wherever they are and to help advertisers integrate authentically and seamlessly into those experiences. Our mission is to anticipate our consumers' needs – particularly those of the 110 million women we serve – to inspire and fuel their imagination and to empower them to achieve as they make their everyday decisions. With unparalleled first-party data, insights and editorial expertise, we can identify and predict consumer trends, informing our compelling new slate of programming."

Meredith will share new initiatives supporting its partnership with the Association of National Advertisers (ANA) and its #SeeHer movement to increase accurate representation of girls and women in media. Among its seven new shows is #SeeHer Story, a weekly digital series hosted by Katie Couric that spotlights often-overlooked women who have contributed so much to society.

"I'm excited to partner with Meredith and PEOPLE to inspire the next generation of young female leaders by telling the real and impactful stories of so many amazing women," said Couric. "You know what they say: If you can SEE HER, you can BE HER."

InStyle Editor-in-Chief **Laura Brown** and **Brandon Maxwell** are announcing another new program called #SeeHer Style. Leading up to NY Fashion Week, the two will inspire viewers with stories about notable women who are changing the world. Maxwell will also announce the establishment of a \$30,000 scholarship program to help young women take the next step in making their own difference.

Meredith is leaning into its entertainment leadership with programming focused on the "Three R's of Celebrity": Red Carpet, Reality and Royals. The new shows will live across the company's owned-and-operated network, including its streaming ad-supported network PeopleTV, and social media platforms, such as a live show on Twitter.

The fully vertical, socially optimized original content IGTV series slate includes 20 shows. Fifteen series have already gone live, garnering more than 20 million views. Parents will be launching "How I Mom," starring actress Tiffani Thiessen, while Real Simple's "Beauty on the Move" and Martha Stewart Living's "Frosted" are already live on Instagram, enabling advertisers to seamlessly integrate or contextually align with premium editorial in mobile-first, highly engaging environments.

Catherine Levene, Meredith's Chief Digital Officer said, "Our award-winning producers, editors and talent are creating premium video content for an increasingly fragmented market. To help drive performance for our advertising partners, we're doubling down on creating highly useful short-form video on our owned-and-operated sites that can be consumed on any device; we're expanding our mid- and long-form video content and distributing it to our branded environments where consumers are spending more time watching, such as YouTube and OTT; and we're moving quickly to take advantage of the rapid acceleration of high-growth platforms like Instagram and IGTV."

Meredith's groundbreaking Sales Guarantee, which measures and guarantees sales lift for advertising partners across print and digital campaigns, was expanded to include video and mobile advertising at last year's NewFronts. A recent CPG campaign demonstrated a 3.3 percent sales lift, as well as an insight that 53 percent of sales originated from people who hadn't purchased the product in the past year.

Meredith's New Programming Slate includes:

Red Carpet – PeopleTV

We're tripling red carpet coverage beyond the awards shows to cover movie premieres, film festivals and more.

Royal Report – PeopleTV

Our new weekly Royal Report recaps all of the latest news from Britain's Royal Family.

Reality Check – PeopleTV

Every afternoon from Monday through Thursday, host Lyndsey Rodrigues ("TRL") will lead a panel of reality stars, celebrity super-fans and entertainment journalists to break down the biggest stories and best moments from all of your favorite reality TV shows.

The Future of Food – EatingWell

This infotainment series shines a light on the exciting and new scientific, technological, agricultural and business developments that are changing food around the world.

Money Makeovers – Money

Money's financial planning experts share helpful tips, insights and advice for consumers across lifestyles.

Mini Moguls – Money

An entertaining and inspiring look at wildly successful children and young adult entrepreneurs who have made their mark.

Parents Latina

A new YouTube channel will offer advice and entertainment geared for Latina moms covering a wide range of subjects, including pregnancy, parenting, family, food, home and balancing career with family.

Meredith's #SeeHer Video Programming Slate beyond #SeeHer Story and #SeeHer Style includes:

Badass Women – InStyle Season 2

After a successful first season, "Badass Women" returns to spotlight women who have a voice in the media to change the world we live in and defy irrelevant gender preconceptions. This series accompanies InStyle's monthly print and digital feature spotlighting inspiring women who are breaking barriers, speaking their minds and doing unparalleled work in their fields.

Moms Mean Business – Parents

Working moms who run thriving businesses demonstrate what it takes to be there for their families while navigating successful careers.

#SeeHer Wellness Warriors – Health

This series follows an exceptional group of women who have paved the way in the wellness industry and are revolutionizing the way women care for themselves and each other.

Like a Boss – Rachael Ray Every Day

Follow women in the culinary field with unparalleled passion, drive and love for creating delicious food to local neighborhoods, one meal at a time.

Goal Crushers – SHAPE

This series follows the paths of several women who have chosen to pursue an enormous goal for an even greater cause. In the pilot, we feature a woman who takes on the goal of completing a 55-mile race across the Serengeti in West Africa in partnership with a nonprofit that aims to improve education for girls in the local community.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP) (www.meredith.com) has been committed to service journalism for 115 years. Today, 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 nearly 175 million unduplicated American consumers every month, including 80 percent of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty and fashion. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S., and The Foundry, the company's state-of-the-art creative lab and content studio. Meredith's Local Media Group includes 17 television stations reaching more than 11 percent of U.S. households.

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SOURCE Meredith Corporation

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