

# MEREDITH NAMES CHIQUI CARTAGENA, MANAGING DIRECTOR, MULTICULTURAL COMMUNICATIONS FOR MEREDITH INTEGRATED MARKETING

NEW YORK, NY, (JUNE 14, 2005) - Meredith Corporation (NYSE:MDP), the publisher of such well-known titles as Better Homes and Gardens, Ladies' Home Journal and More magazines announced today that leading Hispanic market expert, Chiqui Cartagena has been named Managing Director, Multicultural Communications for Meredith Integrated Marketing, a new position.

The announcement was made by Matt Petersen, Senior Vice President of Meredith Integrated Marketing, who stated, "We are excited to bring someone of Chiqui's caliber aboard to help us further build and expand our Integrated Marketing business. Her unique background in multicultural marketing will enhance our capabilities to help our clients build their business across cultural groups and market segments."

Cartagena joins Meredith from The Ad Age Group, where she was responsible for developing Hispanic business for its leading titles Advertising Age and Creativity, as well as AdAge.com, AdCritic.com and Madison + Vine.

Cartagena is also the author of Latino Boom! Everything You Need to Know to Grow Your Business in the US Hispanic Market, a business primer on the Hispanic market to be published August 30 by Ballantine Books (Random House).

"I'm delighted to be joining the terrific team of people at Meredith Integrated Marketing at a time when the Corporation has made a strong commitment to the Hispanic and other emerging markets," Cartagena said.

Cartagena has held numerous leadership positions in the marketing and media community including serving as the Senior Director of Club Musica Latina for Columbia House; Executive Editor for TV Guide, where she helped develop and launch a new Spanish language version of the magazine; Senior Editor of People en Espanol, where she was a member of the magazine's development and launch team; and, as an Executive Producer for New York One News.

She has received many honors for her work in Hispanic marketing including a Silver Award in the Documentary category at the Chicago International Film Festival; Woman of the Year Award from El Diario/La Prensa; and Special Achievement Award from the United States Postal Service for her work in Direct Marketing to Hispanics.

Cartagena grew up in Madrid, Spain, and is a cum laude graduate of the University of Miami, where she earned a bachelor's in journalism and Latin American studies.

She will be based in Meredith's New York offices.

## About Meredith Corporation

Meredith ([www.meredith.com](http://www.meredith.com)) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing and interactive media. The Meredith Publishing Group, the country's foremost home and family authority, features 18 magazine brands including Better Homes and Gardens, Ladies' Home Journal, MORE, and American Baby and approximately 190 issues of special interest publications. Meredith owns or operates 14 television stations including properties in top-25 markets such as Atlanta, Phoenix and Portland, and an AM radio station.

Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, Hershey Foods, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines. Meredith's consumer database, which contains approximately 75 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to target marketing campaigns precisely. Additionally, Meredith has an extensive Internet presence that includes more than 26 Web sites and strategic alliances with leading Internet destinations.

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CONTACT:  
Patrick S. Taylor

212/551-6984  
Patrick.Taylor@meredith.com

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