

# PARENTS PROMOTES BRIAN GRUSEKE TO ASSOCIATE PUBLISHER

**NEW YORK (April 6, 2006)**– *Parents*, a publication of the Meredith Corporation (NYSE: MDP), has promoted Brian Gruseke to the position of Associate Publisher. He was most recently the magazine's Ad Director.

Gruseke has held several senior level positions with *Parents* magazine since June 2002, when he joined the magazine as Eastern Sales Director. Two years later, in 2004, Gruseke was appointed National Sales Director of *Parents Baby* and *Parents Expecting*, a position he held concurrently with his Eastern Sales Director responsibilities for the core magazine. In 2005, he was promoted to Advertising Director.

Prior to joining *Parents*, Gruseke held senior sales positions at *Ladies' Home Journal*, *Woman's Day*, and *Eating Well*. Gruseke started his career as an account manager at Salesconcepts Associates, Inc., where he sold a variety of magazines including *National Geographic Traveler* and *Harper's Bazaar*.

He holds a bachelor's in English literature from St. Lawrence University, Canton, N.Y.

## **About *Parents***

*Parents*, published monthly by Meredith Corporation, has been America's #1 family magazine for more than 75 years. Since its inception in 1926, it has been a trusted source by every generation of parents. Currently, the magazine is a powerful community of 15.6 million readers devoted to supporting the efforts of parents, educators and other citizens who strive to make the world a better place for our children. *Parents* can be found online at [www.parents.com](http://www.parents.com).

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