

# MEREDITH CORPORATION PROMOTES BRIAN KIGHTLINGER TO ASSOCIATE PUBLISHER OF BETTER HOMES AND GARDENS SPECIAL INTEREST PUBLICATIONS

**NEW YORK, NEW YORK (July 6, 2006)**-Meredith Corporation (NYSE: MDP) announced today that Brian Kightlinger has been named Associate Publisher of *Better Homes and Gardens* Special Interest Publications. In this position, he will be responsible for all advertising sales functions of the group.

"This well deserved promotion comes at the close of a strong year in growth for the *Better Homes and Gardens* Special Interest Publications in every category, particularly health and wellness," said Mark Josephson, Publisher, Meredith Special Interest Publications. "I am thrilled to have Brian's knowledge, dedication and determination as part of this team and I know he will continue to excel in his new role as Associate Publisher."

Most recently, Kightlinger served as National Advertising Director for the *Better Homes and Gardens* Special Interest Publications since May 2004. Before that, he was the Director of the Travel Marketing Group, where he managed the business group responsible for all travel-related advertising for publications, including *Better Homes and Gardens*, *Country Home*, *Ladies' Home Journal*, *Midwest Living*, *More* and *Traditional Home* magazines.

Kightlinger joined Meredith in 1997 as an account manager for *Ladies' Home Journal*. During his nearly six years at the magazine, he excelled in multiple sales and management roles, ultimately serving as National Sales Manager overseeing the New York, San Francisco and Chicago offices.

Kightlinger began his career in the media planning department at Jordan, McGrath, Case & Taylor Advertising. From there, he joined Weider Publications, where he held advertising sales positions for various consumer titles.

Kightlinger is a graduate of St. John's University, where he earned a bachelor's in communications. He will continue to work at the 125 Park Avenue offices in New York.

## **About Meredith Special Interest Publications**

The Meredith Special Interest Publications are the largest collection of newsstand publications in the world, with approximately 200 issues a year in the areas of building & remodeling, decorating, crafting, gardening, and food & health.

## **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 features 25 subscription magazines - including *Better Homes and Gardens*, *Family Circle*, *Ladies' Home Journal*, *Parents*, *Child*, *Fitness*, and *American Baby* - and approximately 200 special interest publications. Meredith owns 14 television stations, including properties in top-25 markets such as Atlanta, Phoenix and Portland. Meredith has approximately 350 books in print and has established marketing relationships with some of America's leading companies including The Home Depot, DIRECTV, DaimlerChrysler, Wal-Mart and Carnival Cruise Lines.

Meredith's consumer database, which contains more than 85 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 32 Web sites and strategic alliances with leading Internet destinations. Meredith Hispanic Ventures publishes five Spanish-language titles, making Meredith the largest Hispanic publisher in the United States reaching women at every life stage. The *Family Circle Cup*, America's premier women's professional tennis tournament, is owned and operated by Meredith and held every April in Charleston, SC. For more than three decades it has showcased the best in women's tennis.

**CONTACT**

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