

# Siempre Mujer One-Year Anniversary Issue Features Cover Star Sofia Vergara

## --SIEMPRE MUJER Editors Available for Interview--

*Announces Rate Base Increase to 375,000 for 2007*

**NEW YORK, N.Y., (October 1st, 2006)** – *Siempre Mujer*, the Spanish-language lifestyle and service magazine for women published by Meredith Corporation (NYSE:MDP), celebrates its one-year anniversary with the October/November issue, on newsstands October 1st. The magazine is also announcing a seven percent rate base increase from 350,000 to 375,000 starting with the February/March 2007 issue.

“This has been a beyond promising launch year for us,” commented Ruth Gaviria, executive director of *Siempre Mujer*. “We are thrilled to be able to raise the rate base due to terrific reader and advertiser response. Moving forward, we plan to continue getting to know our reader and finding ways to reach her through opportunities beyond the page.”

In its anniversary issue, *Siempre Mujer* introduces a signature feature titled “Siempre Inspiran” (Always Inspiring), which honors prominent women who use their career success to give back to their communities. This year’s honorees are:

- *Siempre Mujer* cover star **Sofia Vergara**, who will star in ABC’s fall primetime show *The Knights of Prosperity*. Vergara is the godmother of the Foundation for Peace and Hope for the Children of Colombia and, among other notable contributions, donated the revenues of her last calendar to build the Pediatric Center Pavilion in Hospital Niño de Jesus, which provides free cancer treatments to underprivileged kids.
- Principal Dancer for the American Ballet Theatre **Paloma Herrera**, who each year returns to her native Buenos Aires to perform in order to celebrate the place that launched her career.
- **Shakira**, who at age 26 was the youngest person and first Colombian to serve as a UNICEF ambassador. Her charity, “Pies Descalzos” (Bare Feet), helps children escape poverty and violence in Colombia.
- The Cuban Queen of Latin Media **Cristina Saralegui** for establishing the Up with Life Foundation to educate Hispanic children about AIDS.
- Emmy-Award Winning Journalist **Giselle Fernandez** (Mexican), who as a board of trustees member of the Children’s Hospital of Los Angeles organized Noche de Niños (Night of the Children), a fundraiser benefiting children with cancer. Fernandez is also active in charities that raise money and awareness for breast cancer, and collaborates with Wonder of Reading, an organization that rebuilds school libraries.
- Retired Lieutenant Colonel **Consuelo Castillo Kickbush**, the highest ranking Hispanic woman in U.S. Army Combat Support Field, for establishing Educational Achievement Services and the Family Leadership Institute, which advance the idea that education propels change.

“The ‘Siempre Inspiran’ feature is a wonderful way to celebrate our one-year anniversary,” added Johanna Buchholtz-Torres, editor-in-chief of *Siempre Mujer*. “We chose women who reflect what our magazine is all about – a solid mix of the practical and the inspirational, with profiles of Hispanic women who have achieved their dreams and made a difference.”

**About *Siempre Mujer***

Launched in September 2005, *Siempre Mujer* is a Spanish-language lifestyle and service publication for women living in the United States. Published by Meredith Corporation (NYSE: MDP), *Siempre Mujer* reflects the lifestyles, aspirations and dreams of Hispanic women who keep their traditions alive and embrace new American values. *Siempre Mujer* helps the Hispanic woman navigate this new culture by covering the worlds of: Home décor; fashion and beauty; food and entertaining; family and parenting; culture and entertainment; relationships and self-development; health and fitness; and finance. The bi-monthly national magazine has a rate base of 350,000.

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