

# MORE Named Magazine of the Year by Advertising Age

**NEW YORK, NEW YORK (October 23, 2006)**— *More*, the lifestyle magazine for women over 40, was named 2006 Magazine of the Year by *Advertising Age*. The announcement was made last night during *Advertising Age's* opening night dinner at the annual American Magazine Conference in Phoenix.

*More* Editor-in-Chief Peggy Northrop and V.P./Publisher Brenda Saget Darling are featured in the October 23rd *Advertising Age* A-List issue, which honors the year's best in magazine publishing.

"We are extremely proud of the enormous dedication, talents, and commitment of the *More* team," says Jack Griffin, President, Meredith Publishing Group. "Under Peggy and Brenda's leadership, *More* has become a first-class product that fulfills the passions and desires of its readers and marketing goals of our customers."

"I'm thrilled and fortunate to be able to edit a magazine whose readers share an incredible passion for everything in their lives," says Editor-in-Chief, Peggy Northrop. "These women are re-defining what it means to be in your 40s and 50s. Their strong sense of style, confidence, and intelligence gives us a broad editorial canvas for ideas, and makes every issue another exciting journey."

"We are delighted to share this honor with those marketers who recognize the enormous impact and influence the *More* readers are having in all facets of our society," says Publisher Brenda Saget Darling. "Their on-going support for us is greatly appreciated."

Meredith Corporation (NYSE:MDP) launched *More* in September 1998 and the magazine has steadily grown in advertising pages, revenue and circulation. From January 2006 – September 2006, *More* was up 13% in ad pages and 28% in revenue over the same period last year. On the circulation front, in 2005 *More* increased its rate base twice, from 850,000 to 950,000 in February and again in September to one million, and newsstand sales increased 25% to 149,600 from June 2005 to June 2006.

*More's* robust programs and initiatives that bring to life the brand include: the *More/Wilhelmina* 40+ Model Search, currently in its seventh year; the three-year-old *More* Marathon; and *More* to Life, a celebration of women who are more powerful, passionate and engaged than ever before.

The magazine has also won numerous industry awards and recognitions over the past few years including spots on the *Advertising Age* A-List in 2003 and 2005 and the *Adweek* Hot List in 2006, the *Folio* Gold prize for Best Redesign and Bronze prize in the Women's Lifestyle category in 2005, and an Ozzie Award for Best Redesign in 2005. Additionally, *More* was named one of the 20 most notable launches of the past 20 years by *MIN* and Samir Husni and Best Women's Lifestyle Magazine by *Media* magazine in 2004.

## About *More*

Launched in September 1998, critically acclaimed *More* magazine is the only lifestyle publication that celebrates women in their 40s and 50s. Designed to make today's 40+ women look and feel better than ever, *More* features successful women who are still turning heads and making news. Each issue covers beauty and fashion shown on models who are over 40, and *More's* articles on health, relationships, travel, and money are angled toward a seasoned, sophisticated audience. *More* is published ten times a year by Meredith Corporation. Its circulation of 1.1 million reaches a readership of 4.4 million. *Ad Age* named *More* to their prestigious "A List" of Top 10 magazines in 2003 and 2005, and *Adweek* named *More* to the "Hot List" of 2006. *Media* named *More* the "Best Women's Lifestyle Magazine" of 2004. Visit [www.more.com](http://www.more.com).

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