

# Meredith to Launch More and Fitness Magazines in Indonesia

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(NYSE:MDP)

DES MOINES, Iowa, July 24 /[PRNewswire-FirstCall](#)/ -- Meredith Corporation (NYSE: MDP), one of America's leading media and marketing companies, has further extended its reach through separate licensing agreements to launch Bahasa-language versions of More and Fitness magazines in Indonesia. They join Parents as the second and third Meredith brands extended to the world's fourth-most populous nation. Meredith now has 20 international editions launched or planned worldwide.

The Indonesian economy is growing quickly and magazine revenue in the country is expected to rise even faster. Gross domestic product is growing at more than 5 percent per year. Magazine advertising revenue is forecast to grow at close to 20 percent through 2008, according to ZenithOptimedia. These factors, combined with Indonesia's population of more than 240 million, makes the country an attractive market for Meredith's strong brands.

Under terms of the multi-year licensing agreement with Jakarta-based PT. Dua Mata Baca, More is expected to be available in early 2008 throughout Indonesia. Launched in 1998, More has grown in popularity in the United States to a current circulation of 1.1 million. The magazine, targeted at smart, sophisticated women who are 40+ years of age, has become a financial and critical success. It was named Magazine of the Year last year by Advertising Age.

The agreement marks the third International expansion for More in the last year. More Canada launched in March through a license with Transcontinental Media Inc. Earlier this year, Meredith reached licensing terms with Sobaka Publishing to publish More in Russia.

"The More brand speaks across cultures to this important demographic of women," said John Zieser, Chief Development Officer for Meredith. "In addition to providing useful, rich content to Indonesian women, More will open doors for advertisers trying to reach this growing audience."

PT. Dua Mata Baca is a subsidiary of CBS Holdings, which publishes GolfPunk Indonesia and also owns interests in consumer retail, energy, manufacturing, and real estate.

"More is unique in the way it speaks to its audience, and we think its message of confidence and style will strongly appeal to consumers and the advertisers who want to reach them," said Reza Pribadi, Chief Executive Officer of CBS Holdings.

Fitness magazine will be published by PT. Media Dian Sejahtera, a subsidiary of Jakarta-based MRA Group, a leading company in the entertainment and lifestyle industries in Indonesia. MRA publishes under license Cosmopolitan, Harper's Bazaar and Good Housekeeping. Fitness Indonesia is expected to launch in early 2008.

Acquired by Meredith in 2005, Fitness has a circulation of 1.5 million and an audience of 6 million in the United States. The agreement is the second international expansion for Fitness, which is also published in China by G+J-CLIP Publishing Consulting Co.

"With its focus on providing the latest news and trends in exercise, beauty, health and nutrition, Fitness serves as a true sourcebook for women who want to lead an active, healthy life," said Zieser. "We're very excited to bring this title to the Indonesian market."

"Fitness provides another gateway for advertisers seeking to reach Indonesia's growing population of smart, contemporary women," said Dian M Soedarjo, President of the MRA Group. "We fully expect that its accessible, stylish content will translate to the tastes of our readers."

Parents Indonesia launched earlier this year under a license with PT. Metromakmur Sejahtera and

has since become a leading resource for families in the region. For more than 75 years, Parents has been America's top magazine for raising happy, healthy children.

#### About Meredith Corporation

Meredith (<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, Ladies' Home Journal, Family Circle, Parents, American Baby, Fitness and More -- and publishes more than 200 special interest publications under approximately 80 titles. Meredith has more than 400 books in print. Meredith owns 13 television stations, including properties in top-25 markets Atlanta, Phoenix and Portland, OR. Additionally, Meredith has an extensive online presence that includes more than 30 Web sites and two broadband channels -- Better.tv and Parents.tv.

Meredith Integrated Marketing has established marketing relationships with some of America's leading companies. Meredith's consumer database, which contains approximately 85 million names, is one of the largest domestic databases among media companies and enables magazine and television advertisers to conduct precise targeted-marketing campaigns. Meredith publishes five Spanish-language titles, making Meredith the leading publisher serving Hispanic women in the United States.

SOURCE: Meredith Corporation

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