

# MEREDITH WILL COMBINE SER PADRES AND HEALTHY KIDS EN ESPANOL TO CREATE USA'S LARGEST SPANISH-LANGUAGE CONSUMER MAGAZINE

NEW YORK , NY (October 15, 2007) – Meredith Corporation (NYSE: MDP) announced today that Healthy Kids en Español will merge with market-leading parenthood publication Ser Padres to create the largest Spanish-language consumer magazine in the United States. Ser Padres will increase frequency to eight times a year and increase its rate base 40 percent to 700,000. The February/March re-launched issue of Ser Padres, featuring a fresh look and new logo, will be available January 11, 2008.

“Ser Padres was first-to-market in the Hispanic parenting space and has been a trusted resource for more than 17 years,” said Ruth Gaviria, executive director of Meredith Hispanic Ventures. “Now, we are growing the brand and offering a superior publication to readers and advertisers. Readers will get more culturally-relevant editorial that focuses on the well-being of the Hispanic family, including finances, health, family activities and meal planning.”

Editorially, the new Ser Padres will offer more concise articles for the multi-tasking parent, as well as new sections on home décor, women’s health, pregnancy news and shopping guides. The magazine will also include original pieces on cultural heritage, values and education and signature sections like “Profile of a Hispanic Mom.”

Ser Padres will encourage reader interaction through interactive pieces such as “My Favorite Photo,” where parents can submit their family shots for a chance to be featured in the publication’s next issue. Additionally, Ser Padres’ new look will incorporate more sophisticated visuals and real-life photography shot outside of the studio.

“We’ll be able to get to know our reader better and deliver even more information to help her raise healthy and happy kids,” says Ser Padres Editor-in-Chief Alberto Oliva. “I’m excited for the next phase of Ser Padres.”

The January re-launched issue of Ser Padres will include advertising from major brands such as McDonald’s, Clorox, Fisher Price, Publix and the Milk Processor Education Program (PEP).

## **About Ser Padres**

Ser Padres launched in the fall of 1990 as an off-shoot of Parents magazine. Published by Meredith ([www.meredith.com](http://www.meredith.com)), it is the primary source of parenting information relevant to the Hispanic audience, covering such topics as values, education, culture and heritage, pregnancy, home décor, family finance, food and health. Editorial coverage centers on the core theme of Family Well Being. Ser Padres can be found in pediatrician and gynecology offices around the nation and, starting in 2008, the magazine will have a rate base of 700,000 copies.

## **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 and publishes approximately 180 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 40 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 is also the leading publisher serving Hispanic women in the United States with titles such as Siempre Mujer and Ser Padres.

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