

# Meredith's WOOD Magazine Brand Unveils Plans For Major Enhancements To Its Leading Print, Digital And Experiential Products

## "Weekend With WOOD" Consumer Experience Sells Out for 3rd Consecutive Year

DES MOINES, Iowa, May 4, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) unveiled plans today for major consumer enhancements to its popular multiplatform WOOD magazine ([www.WOODmagazine.com](http://www.WOODmagazine.com)), already the leading woodworking brand in the United States.

"One of the great things about the WOOD brand is the frequent interaction we have with our very passionate audience," says WOOD magazine Editorial Content Chief Dave Campbell. "They are an action-oriented group always looking to refine their current skills, as well as learn new ones. They love new ideas and challenges, and the changes we are making reflect their feedback and will enrich their experiences with the WOOD brand."

The new enhancements include:

- **A major redesign of WOOD magazine** – Beginning with the September 2015 issue, readers will receive a "bigger and better" WOOD magazine. There will be more pages of editorial content – including new project plans, more detailed woodworking techniques, and more content from the woodworking community – printed on higher quality paper and redesigned to increase the consumer experience.
- **The relaunch of WOODmagazine.com** – Scheduled for a Fall 2015 debut, the relaunched site will feature responsive design, enhancing the experience for mobile device users. There will be more detailed plans, as well as alternate plan options. Users will also find additional digital models; more instructional videos; and more links to purchase products, plans and supplies. Additional emphasis will be placed on social media, allowing consumers to interact with each other and share photos and ideas.
- **A bigger and better "Weekend With WOOD"** – In the past two years, woodworkers from 36 states and three countries have flocked to Des Moines to spend a weekend interacting with WOOD magazine's top-notch staff and experience working in its cutting-edge workshop with fellow woodworkers. The third-annual *Weekend With WOOD* will be held May 15-17, and has already sold out as 200 loyal fans have registered for this "bucket-list" event.

"Just as our loyal audience will benefit from these enhancements, we're excited to share them with our marketing and advertising partners," says Curt Blades, Business Development Director for the WOOD magazine brand. "There will be increased opportunities to reach motivated and frequent consumers via traditional advertising as well as e-commerce."

WOOD magazine provides reliably accurate, shop-proven project plans, techniques, and reliable product reviews to inspire and inform woodworkers via multiple media platforms and educational events. It is published seven times annually with a cover price of \$7.99, and has a rate base of 400,000 – more than double its closest competitor – with over 1.5 million touch points in the WOOD portfolio. [WOODmagazine.com](http://WOODmagazine.com) is the leading digital destination for American woodworkers. Its companion sites include [www.woodstore.net](http://www.woodstore.net) and [www.reviewatool.com](http://www.reviewatool.com). Combined, these sites average more than 600,000 monthly unique visitors and nearly 3.5 million monthly page views.

SOURCE Meredith Corporation

For further information: Art Slusark, Chief Communications Officer, Meredith Corporation, (515-284-3404; art.slusark@meredith.com)

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