

# Better Homes And Gardens Debuts The New BHG.com

## WEBSITE REFRESH OFFERS MODERN DESIGN, INTEGRATED AD UNITS AND ENHANCED USABILITY THROUGH SOCIAL PLATFORMS AND MOBILE DEVICES

DES MOINES, Iowa, June 16, 2015 /PRNewswire/ -- Better Homes and Gardens (BHG), the leading lifestyle brand reaching 50 million consumers a month, today re-launched the popular website [BHG.com](http://BHG.com) with new features designed to improve mobile accessibility and advertising integration. Outfitted with responsive design, integrated social sharing and increased page speed, the new BHG.com boasts an enhanced user experience with a focus on fresh daily content, video promotion and increased ad visibility.

"BHG.com has seen explosive growth in mobile usage, with mobile visits nearly doubling since this time last year," said BHG Digital General Manager Lory Stewart. "To keep pace with these shifts in consumption and access patterns, BHG.com is integrating a mobile-first strategy, along with a host of enhancements designed with the mobile user in mind."

According to 2014 comScore data, BHG.com reports an average of 9 million unique visitors monthly, with 50 percent of users entering the site through mobile devices.

"BHG.com has seen an exponential growth in traffic from social sources, which plays into the look, feel and functionality of the new BHG.com," Stewart added. "It's all part of our overarching strategy to ensure maximum usability, engagement and reader-friendliness, no matter the entry point."

### **New additions to [BHG.com](http://BHG.com) include:**

- Mobile-first modern design that is clean, beautiful and refreshing with an emphasis on BHG's rich imagery.
- Fresh content delivered daily, enhanced exploration, and discovery through improved navigation and content placement.
- Expanded social sharing and functionality through strategically placed modules, enabling users to share BHG content instantly via Facebook, Twitter, Pinterest, Instagram, etc.
- Native content and video ad integration through Selectable Media – the engagement-based, cross-platform advertising company acquired by Meredith in early 2015.

"BHG powers consumers' passion to live a more colorful life," said Christine Guilfoyle, Senior Vice President and Group Publisher, Better Homes and Gardens. "The BHG.com refresh enables us to do that even more, leveraging cutting-edge technology, interactive capabilities and responsive design to best connect millions with our innovative and inspiring content."

Of new opportunities in the advertising space, Marc Rothschild, Senior Vice President of Meredith Digital said, "Brands continue to gravitate towards partners that combine innovation and quality with scale. Meredith Digital now reaches over 70 million unduplicated consumers every month, and the BHG.com refresh provides the quality advertisers expect, offering consumers a rich, socially enabled experience across all devices."

The *Better Homes and Gardens* brand serves, connects and inspires readers who infuse color and creativity into each aspect of their lives through its print magazine, robust website, multiple social platforms, tablet editions, mobile apps, broadcast programs and licensed products. Published 12 times a year by Meredith Corporation with a rate base of 7.6 million, *Better Homes and Gardens* fuels readers to live a more colorful life through stunning visuals, a balance of substance and surface, and a blend of expert and reader ideas.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile, tablets and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches an audience of over 200 million monthly, including 100 million unduplicated women and 60 percent of U.S. Millennial women. Meredith is the leader in creating content across media platforms in key consumer interest areas such as food, home, parenthood and health through well-known brands such as Better Homes and Gardens, Parents, Shape and Allrecipes. The National Media Group features robust brand licensing activities, including over 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leading content-powered consumer engagement agency that provides integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, Chrysler and NBC Universal.

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SOURCE Meredith Corporation

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