

# Rachael Ray Every Day Magazine Celebrates 10-Year Anniversary

## Introduces updated name, logo and design with November 2015 issue

NEW YORK, Oct. 5, 2015 /PRNewswire/ -- Meredith Corporation (NYSE:MDP, [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 100 million unduplicated American women and more than 60 percent of U.S. Millennial women, unveiled the November 2015 issue of *Rachael Ray Every Day* magazine today to commemorate its 10<sup>th</sup> anniversary. The issue hits newsstands nationwide October 13.

Formerly *Every Day with Rachael Ray*, the magazine title has been renamed *Rachael Ray Every Day*, beginning with the November 2015 issue. The magazine also features a modern logo and updated layout to reflect a new and exciting chapter for *Rachael Ray Every Day* magazine as the food and lifestyle publication celebrates 10 years of success.

"Our 10<sup>th</sup> anniversary is an ideal time to modernize the logo and infuse fresh energy into the magazine's look," says Lauren Purcell, Editor-in-Chief, *Rachael Ray Every Day* magazine. "We believe that our readers will find the new design features and content give them even more of Rachael's fun, passionate approach to food, home, entertaining and travel."

The 10<sup>th</sup> anniversary issue brings readers Rachael's all-time greatest 30-Minute Meals – the successful franchise that has spawned an array of books, a 26-season TV series and an enduring feature in the magazine – along with 10 brand new 30-Minute Meals. In addition, it features "10 Years of Cooking with Rachael," a special look back at trends, recipes and stories covered by the magazine over the past decade.

"From a design standpoint, the new name makes a stronger and simpler connection for consumers with Rachael Ray and her unique brand," says Stephen Bohlinger, Group Publisher, *Rachael Ray Every Day* magazine. "We considered and tested multiple versions of the logo, and designed one that makes a strong visual impact."

*Rachael Ray Every Day* magazine will host its 10<sup>th</sup> anniversary celebration in New York City on Wednesday, October 14. The celebratory day will kick off with a customized food truck hitting the streets of NYC, serving up the staff's favorite burgers and handing out giveaways. Rachael Ray fans everywhere will be able to join and celebrate through social media platforms – including Facebook, Twitter and Instagram – with our hashtag #RRMAG10YEARS.

The anniversary issue will also highlight Rachael Ray's love of burgers with her Burger of the Month recipe, as well as 10 tribute burgers developed by celebrity chefs to honor the anniversary. All participating chefs with restaurants, including Iron Chef Alex Guarnaschelli of Butter in NYC and The Chew's Michael Symon of B Spot Burgers, will be serving the burgers for a period of time while the magazine is on newsstands.

*Rachael Ray Every Day* is part of Meredith's leading portfolio of food-centric brands, including the multi-platform *Allrecipes* brand; *Family Circle*, *Martha Stewart Living* and *EatingWell* magazine brands; and 34 food-focused Special Interest Media issues. Launched in 2005, the food and lifestyle publication continues to offer practical, simple ideas and a "keep it real" attitude that resonates with its loyal readers and fits into their own everyday routine. Published 10 times a year, the magazine's current rate base of 1.7 million reaches an audience of 7.4 million.

For additional information, please visit us at [www.rachaelraymag.com/10years](http://www.rachaelraymag.com/10years).

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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, magazines, 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 a multi-channel audience of 220 million consumers monthly. 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 more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and Chrysler.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

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