

Martha Stewart Living Magazine Celebrates 25th Anniversary

Martha Stewart, Creator of Lifestyle Category, Featured on Cover Portrait by Renowned Artist Will Cotton

NEW YORK, Nov. 11, 2015 /PRNewswire/ -- *Martha Stewart Living* magazine, the trailblazer in the lifestyle media category, will celebrate its 25th anniversary with the December/January issue, available on newsstands nationwide November 16. *Martha Stewart Living* is created by the editorial staff at Martha Stewart Living Omnimedia (NYSE: MSO www.marthastewart.com) and published by Meredith Corporation (NYSE:MDP, www.meredith.com).

"It's hard to believe that Martha Stewart Living is twenty-five years old! We are so proud to have created content that ultimately established and founded a new lifestyle category for publishing. We have seen our readership grow tremendously over the years, and our editorial content continues to inspire, instruct, and please our readers," says Martha Stewart, Founder and Chief Creative Officer of Martha Stewart Living Omnimedia, Inc.

For the anniversary issue's cover, Martha Stewart posed for world-renowned artist Will Cotton, whose fantastical painting features Martha in a sweet, sugary wonderland. This portrait provided the inspiration for eight delectable holiday desserts in the issue. The December/January issue celebrates the silver anniversary with brilliant decorating, recipe and gift ideas— with the classic sheen of silver. There is also a cookie advent calendar, which highlights 25 of Martha's favorite cookies, one from every year the magazine has been published. All the recipes are available at www.marthastewart.com/cookie-calendar.

"When Martha launched the magazine, she set out to create a new kind of publication, one that focused on the joy to be had in all aspects of the home," says *Martha Stewart Living* Editor-in-Chief, Eric Pike. "The brand and the magazine have evolved with the times, but we have always remained true to the core mission. Twenty-five amazing years later we are still producing beautiful, inspirational, how-to content in every issue – and that is truly something to celebrate."

Meredith National Media Group Vice President and *Martha Stewart Living* Publisher Daren Mazzucca notes the brand continues to resonate with consumers and marketers.

"The magazine's passion for celebrating and enhancing readers' lives has never been more relevant to marketers," says Mazzucca. "Our ability to engage with consumers across multiple channels and platforms about what matters most to them in their lives, homes and personal pursuits has enabled us to grow the magazine in new and exciting ways."

According to the most recent Magazine 360 Report, the *Martha Stewart Living* magazine brand reaches a multi-channel audience of 16.4 million. In addition, the recent MRI comScore report found that *Martha Stewart Living* has grown by double digits (11 percent) among Millennial audiences. Overall, Meredith serves 100 million unduplicated American women and more than 60 percent of U.S. Millennial women.

Mazzucca notes that *Martha Stewart Living* has posted growth in a number of key advertising categories, including retail, automotive, toiletries and cosmetics, and food and beverage. This growth has been supported by well-recognized brands and marketers, such as GMC, Toyota, Ford, Pier 1, Macy's, The Home Depot, Mars/M&Ms, Lindt Chocolate, Hillshire Farm, Bertolli, McCormick, and Oscar Mayer.

"Top brands recognize that *Martha Stewart Living* resonates and engages with their key audiences on many platforms," says Mazzucca. "This includes special integrated advertising programs such as the Advent Calendar – featuring 25 of Martha's favorite cookies – which is sponsored by Starbucks."

The 25th Anniversary issue features a number of special silver anniversary-themed features including:

- Magical sugary original candies and confections that showcase the versatility of this simple ingredient
- Show-stopping DIY decorative touches that will set the mood for winter celebrations, including chic cookie tins, glitter-dusted candles, sparkling wreaths, and no-sew clutches embellished with silver leaf
- Shimmering make-up picks for creating a glamorous holiday glow this holiday season.

"We are extremely proud of this special anniversary issue, and are looking forward to continuing to delight and inspire readers for 25 more years," says Pike. "It is especially rewarding to see *Martha Stewart Living's* strong appeal among millennials, who personalize and customize our content in ways we never imagined; it's fun to see all of their versions across all social media platforms, including Facebook, Instagram, and Pinterest."

ABOUT MARTHA STEWART LIVING OMNIMEDIA, INC.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging consumers with unique lifestyle content and distinctive products. The Company reaches approximately 100 million consumers across all media platforms each month and has a growing retail presence in thousands of retail locations. MSLO's media brands, available across multiple platforms, include Martha Stewart Living, Martha Stewart Weddings, and Everyday Food; the Company also offers books and utility Apps. MSLO's television and video programming includes "Martha Stewart's Cooking School" and "Martha Bakes" series on PBS, in addition to made-for-the-web video and a vast library of how-to content available online. MSLO also designs high-quality Martha Stewart products in a range of lifestyle categories available through select retailers, including The Home Depot, Macy's, JCPenney, Staples, PetSmart, Michaels and Jo-Ann Fabric & Craft Stores. The MSLO family of brands also includes Chef Emeril Lagasse's media and merchandising properties. Additional information about MSLO is at www.marthastewart.com.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; 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 every month. 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.

Photo - <http://photos.prnewswire.com/prnh/20151110/285976>

Logo - <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>

SOURCE Meredith Corporation

For further information: Patrick Taylor, 212-551-6984; Patrick.Taylor@meredith.com

<https://dotdashmeredith.mediaroom.com/2015-11-11-Martha-Stewart-Living-Magazine-Celebrates-25th-Anniversary>