

# Allrecipes Magazine Debuts Redesign With The April/May 2016 Issue

## Introducing a New, Fresh Look for Allrecipes magazine, with Revamped Layout, Content, and Photography to Deepen Engagement with Audience

DES MOINES, Iowa, March 29, 2016 /PRNewswire/ -- Allrecipes magazine, part of the world's largest digital food brand and social-network for home cooks, unveils a new look in its April/May issue on newsstands today. The refreshed design reinforces the digital-to-print connection for Allrecipes and features a new logo treatment, innovative layouts, and enhanced photography and editorial content.

Published six times per year by Meredith Corporation (NYSE:MDP;[www.meredith.com](http://www.meredith.com)), the magazine has grown rapidly from a 500,000 rate base at its 2013 launch to 1.3 million today, and now reaches an audience of 7.6 million. Allrecipes magazine combines the brand's digital insights with editorial expertise to inspire readers with the best of [Allrecipes.com](http://Allrecipes.com).

"The remarkable growth of Allrecipes across both print and digital has allowed us to reach even more home cooks with a deeper, richer brand experience," says Editor-in-Chief Cheryl Brown. "And with our digitally savvy design and expanded content areas, we have plenty more to showcase in the months ahead."

The magazine's new look and feel was inspired in part by the new [Allrecipes.com](http://Allrecipes.com). The website relaunched last fall with a photography-driven, responsive design that offers a more social and personalized digital experience for home cooks across all their devices. It delivers personalized streams of food inspiration including recipes, cooks, how-to videos, articles, blogs and more ways to connect the brand's 49.6 million unique visitors, 39 percent of them millennial home cooks. By introducing a print redesign it also emphasizes the brand's commitment to engaging with the next generation of Allrecipes users.

The magazine's refresh includes:

- **FAVORITES:** A redesigned look for our most popular column, reflecting the site's new photo-driven design and encouraging home cooks to save their favorite recipes.
- **GET-TOGETHERS:** A new lifestyle section that focuses on casual entertaining--complete with simple recipes, drinks, a playlist, easy tabletop design, and a game plan to pull it all off.
- **COOK 2 FOLLOW:** Spotlights Allrecipes community members so you can see what other home cooks are doing, making, and laughing about in their kitchens.
- **"YOU SAID" FORMAT:** The magazine has always had community comments on the recipes, and now the reviews include profile photos as well. Putting a face on those comments to make it clearer than ever that they come from people just like you.

"The magazine's redesign is already generating excitement in the advertising community," says Publisher Steven Grune. "Allrecipes understands its readers' needs and expectations, and allows them to enjoy the very best from cooks around the world. Our engaging editorial product directly benefits our marketing partners by placing their advertising message in a very responsive environment."

As a company, **Meredith reaches nearly three out of four (26 million) Millennial women** across its broad portfolio of magazine and digital brands. Allrecipes is part of Meredith's portfolio of multi-platform food-focused brands that includes *Rachael Ray Every Day*, *EatingWell*, *Family Circle* and *Martha Stewart Living*, as well as 34 special-interest media publications such as *Eat This, Not That!*

Please visit our website at [Allrecipes.com](http://Allrecipes.com) for more information.

### **ABOUT ALLRECIPES**

Allrecipes is the world's largest digital food brand with more than 1.3 billion annual visits from home cooks who connect and inspire one another through recipes, photos, reviews, personal collections, videos, and profiles. The Allrecipes.com U.S. audience is 70 percent female with a mean household income of \$70,000, and it reaches nine out of 10 primary grocery decision makers. Allrecipes.com is the how-to food digital video leader with more than 1.4 million subscribers on YouTube. Since its 1997 launch, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions, and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 websites and three mobile apps serving 24 countries in 13 languages. *Allrecipes* magazine is published six times per year, has a rate base of 1.3 million, and reaches an audience of 7.6 million.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile 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 100 million unduplicated women every month, including 60 percent of American Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as Better Homes and Gardens, Allrecipes, Parents and Shape. Meredith also 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 NBC Universal.

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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