

# Meredith And The Parents Network Tap "What's Up Moms" For Exclusive Partnership

## YouTube Sensation "What's Up Moms" and Parents Magazine Partner to Reach Millennial Moms

NEW YORK, April 7, 2016 /PRNewswire/ -- Meredith Corporation, (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) the leading media and marketing company serving 100 million American women and **72 percent of U.S. Millennial women**, today announced a multi-channel strategic partnership with "What's Up Moms" to create and distribute lifestyle content to their combined audiences. What's Up Moms (WUM) is among the top parenting brands and networks on YouTube, reaching more than **1 million subscribers and garnering over 35 million views per month** for its highly relatable how-to and short form comedic videos geared towards parents.

As part of today's announcement, What's Up Moms co-founders Elle Walker, Meg Resnikoff, and partner Brooke Mahan, have been named contributors to *Parents*. They will write a bi-monthly advice column for the magazine and contribute other content beginning with the May issue. The column will cover meal planning, home hacks, DIY décor and other subjects in the engaging voice that has made them so wildly popular.

Additionally, What's Up Moms will create a new original digital video series that will live on [Parents.com](http://Parents.com), which reaches an audience of over 8 million. The series will cover topics that matter most to modern parents using humor to help them navigate the challenges of raising children.

"We're huge fans of What's Up Moms here at Parents and they turned out to be big fans of the magazine – it was a perfect match," says Dana Points, Content Director of the Meredith Parents Network. "We're excited to add their voice to *Parents* with a fully integrated partnership."

Carey Witmer, President, Meredith Parents Network, notes that her group has been very focused on ensuring that all of its parent-focused brands connect with their Millennial audience in fun and engaging ways. "Today's partnership reflects our commitment to finding new, innovative ways to build on that connection," Witmer says.

"Parents is an iconic brand for moms and one that we grew up with. We are honored to be joining forces with Meredith on this cross platform partnership and know our community will love the content we create together," say What's Up Moms co-founders, Elle Walker and Meg Resnikoff.

Added Tracy Odell, General Manager, Parents Digital Network, "Millennial moms are our fastest growing audience segment and this program helps ensure that we're producing video content that both entertains and informs them."

Meredith Chief Strategy Officer Kim Martin, who leads Meredith's national video initiatives, says, "This content partnership is just one of the many innovative ways we are expanding our connection with **the 26 million Millennial women** that Meredith reaches every month."

Martin adds that in the coming months Meredith will be announcing new partnerships and products that will further grow its leadership among media companies reaching this highly influential audience of women.

"Whether it's new video, broadcast partnerships such as our recently announced Celebrity Page agreement, or enhanced editorial and content features across our digital, magazine and broadcast outlets, we are committed to creating great content that resonates with Millennials on what matters most to them," says Martin.

## **ABOUT MEREDITH PARENTS NETWORK**

The Meredith Parents Network is a collection of parenting brands targeting millennial women – Parents, FamilyFun, Ser Padres, Parents Latina and Fit Pregnancy and Baby as well as [FitPregnancy.com](http://FitPregnancy.com), [Parents.com](http://Parents.com) and [Parenting.com](http://Parenting.com) – reflecting the multi-faceted experience of what it means to be a mom today. The brands reach moms through dynamic media platforms that engage them in ways they can personally relate to in the moments, places, and languages that are meaningful to them. The Meredith Parents Network reaches a combined audience of over 30 million readers, while the digital properties reach over 11 million unduplicated unique monthly visitors and have a social reach of over 5 million followers.

## **ABOUT WHAT'S UP MOMS**

With 1 million+ subscribers and over 35 million views per month, What's Up Moms (WUM) is the #1 parenting brand and network on YouTube, producing highly relatable how-to and short form comedic videos geared towards parents. WUM is known for creating premium quality branded content and partnerships with name brands such as Kohler, Fruit of the Loom, Disney, Motts, Glad and Tide for distribution across top-tier portals, social media and a growing network of mom influencers. Current programming includes parenting tips, family cooking, kids' activities, mom hacks, DIY and comedic shorts. For more information, visit: [www.whatsupmoms.com](http://www.whatsupmoms.com).

## **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, magazines, and digital – 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 72 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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