

# Meredith Unveils Premiere Issue Of The Magnolia Journal In Partnership With Joanna And Chip Gaines

## New Lifestyle Magazine Based On Powerhouse Magnolia Brand Now Available Nationwide

DES MOINES, Iowa, and WACO, Texas, Oct. 5, 2016 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) announced today the premiere issue of its new quarterly lifestyle magazine, *The Magnolia Journal*, an extension of Joanna and Chip Gaines' immensely successful Magnolia brand. The fall 2016 issue goes on sale later this week with 400,000 copies at newsstands nationwide, at major retailers, and online at [www.meredith.com/magnolia](http://www.meredith.com/magnolia).

In addition to newsstands, *The Magnolia Journal* is available for purchase at major U.S. retailers such as Walmart, Target, Barnes & Noble and Whole Foods, as well as the popular Magnolia Market in Waco, Texas and on [www.magnoliainmarket.com](http://www.magnoliainmarket.com). The premiere issue carries a \$7.99 cover price.

*The Magnolia Journal* further expands the extremely popular Magnolia brand – which already consists of the Magnolia Market store and its website; a vacation rental called Magnolia House; Joanna's Magnolia Home partnerships (furniture, paint, textiles and wall coverings); and a dedicated social media fan base.

For the premiere issue's cover, Joanna and Chip posed in a rustic barn in front of a fully set Thanksgiving table. The image is a perfect representation of the issue's "Hospitality" theme.

"In this issue I've chosen to focus on hospitality – it's a theme that weaves through nearly everything I'm passionate about," Joanna writes in her editor's letter. "A mysterious thing happens in the simple act of opening our homes and welcoming others. One of the things I am most looking forward to with this magazine is the opportunity to connect with readers from all walks and seasons of life, with different stories to share."

The fall 2016 issue celebrates the many meanings of hospitality in a number of features, including:

- 10 seasonal favorites of Joanna's; including her favorite fall album, perfume and gift ideas.
- Easy ways to add holiday touches to every corner of your home, plus thoughtful entertaining tips to ensure your guests feel welcome.
- A personal piece written by Joanna that shares her heart for the fall and winter seasons, and how this is the time of year she feels represents what she and her family hold closest to their hearts: each other.
- Recipes for your final fall harvest that will give you a look at what will be on the Gaines' Thanksgiving family dinner table this year.

Joanna was deeply involved in every story from start to finish, and her voice is woven throughout the magazine in the form of personal notes to readers.

"The Meredith team worked with Joanna and her staff to create a design that is light, fresh, easy to read, and ultimately captures the modern rustic style that Magnolia is known for," says Meredith Core Media Editorial Content Director Doug Kouma. "Readers will see an emphasis on gorgeous photography with a strong back-to-our-roots feel."

"Print is the perfect vehicle for bringing to life that signature Magnolia aesthetic that fans can't get enough of," says Meredith Senior VP/Publisher Christine Guilfoyle. "We believe readers will love

taking a closer look at the people and things that inspire Joanna and Chip, from how they spend their free time with their children and friends, to what they'll cook for the holidays, to the latest books and beauty products Jo is eyeing, and more."

Major advertisers in the premiere issue feature well-known brands such as Kohler, Kilz, PepsiCo, ConAgra, American Signature and various Magnolia partners.

Launched in 2016, *The Magnolia Journal* is a quarterly lifestyle magazine that marks the first print extension of Joanna and Chip Gaines' powerhouse Magnolia brand. Inspiring readers to create their best homes, families and lives while making every moment count, the magazine covers entertaining, seasonally-driven celebrations, outdoor living, family, food, healthy lifestyle and more – all showcased through the Gaines' signature rustic, back-to-our-roots aesthetic and focus on idea-rich content that encourages readers to dive in and try something new.

### **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 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 more than 100 million unduplicated women every month, including nearly 75 percent of U.S. 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 an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including Kraft, Lowe's, TGI Friday'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 nearly 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

Photo - <http://photos.prnewswire.com/prnh/20161004/415255>

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

SOURCE Meredith Corporation

For further information: Meredith, Alexandra Shapiro, Publicist, National Media Group: alexandra.shapiro@meredith.com; 212-499-1904, or Patrick Taylor, VP/Communications, National Media Group: patrick.taylor@meredith.com; 212-551-6984, or Christine Guilfoyle, VP/Publisher, National Media Group: christine.guilfoyle@meredith.com; 212-551-7131, or Doug Kouma, Editorial Director, Core Media Group: doug.kouma@meredith.com; 515-284-3631; or Magnolia, Brock Murphy, Director of Public Relations; brockmurphy@magnoliamarket.com; 254-495-2402

---

<https://dotdashmeredith.mediaroom.com/2016-10-05-Meredith-Unveils-Premiere-Issue-Of-The-Magnolia-Journal-In-Partnership-With-Joanna-And-Chip-Gaines>