

# Meredith To Increase Distribution To 600,000 Copies For Premiere Issue Of The Magnolia Journal

## Original Distribution Increased by 50 Percent in Response to High Consumer Demand

DES MOINES, Iowa and NEW YORK, Oct. 25, 2016 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) announced recently that its new quarterly lifestyle magazine *The Magnolia Journal*, an extension of Joanna and Chip Gaines' immensely popular Magnolia brand, will go back to press in order to meet extremely high demand from consumers for the product. Two weeks after its initial newsstand launch, distribution will increase to 600,000 from its original distribution of 400,000 copies to newsstands across the country.

The magazine, which carries a \$7.99 cover price, recently unveiled its premiere edition nationwide beginning the week of October 10. Within a week, major U.S. retailers that sold *The Magnolia Journal* started to request additional copies, citing sold-out pockets across the country.

"We are thrilled about the immediate success *The Magnolia Journal* has enjoyed upon its release and the excitement it continues to create in the marketplace," says Christine Guilfoyle, Meredith Senior VP/Publisher. "Given Joanna's close connection to all aspects of the project, from editorial conception to artistic direction, we expect future issues to be just as hotly anticipated and deliver equally impactful results. Joanna and Chip's connection to consumers through social channels has been extraordinary."

The fall 2016 issue of *The Magnolia Journal* can also be purchased online at [www.meredith.com/magnolia](http://www.meredith.com/magnolia).

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 Gaineses' 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.

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SOURCE Meredith Corporation

For further information: 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

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