

Allrecipes Magazine's December/January 2017 Issue Is The Largest To Date

The New Issue Marks a Major Brand Milestone for Allrecipes Across Multiple Channels

DES MOINES, Iowa, Nov. 15, 2016 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the nation's leading media and marketing company serving 102 million unduplicated U.S. women and 75 percent of American Millennial women, today announced that *Allrecipes* magazine's December/January 2017 edition is the largest one to date. The latest issue hits newsstands nationwide on November 29.

In comparison to the December/January 2016 edition, total advertising increased by 22 percent. Overall, total advertising pages are up 13 percent versus 2015.

"With a strong consumer rate base growth and a highly engaged audience, *Allrecipes* magazine continues to gain tremendous support from advertisers and their top brands in key markets across the country," says Jeff Wellington, Vice President and Publisher of *Allrecipes* magazine. "The brand has become a trusted resource for home cooks nationwide, and it continues to attract major advertisers in the competitive marketplace."

The issue includes 13 cross-category advertisers, such as ACH Foods, Alexia, American Sugar, Barilla, Eli Lilly, Johnsonville, Kraft, Panasonic, Reynolds, Synder's-Lance and Tyson. It also features two custom high-impact units for Campbell's Swanson brand and Walmart.

"The *Allrecipes* brand success story continues to prove the vitality of Meredith's Food Group brands across our portfolio of magazines including *Rachael Ray Every Day* and *EatingWell*," says Carey Witmer, Executive Vice President and Group Publisher of the Meredith Food Group.

Launched in 2013, *Allrecipes* magazine is the magazine industry's first large scale digital-to-print brand extension. Published six times per year, 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.

The Allrecipes brand has seen tremendous growth across multiple channels in 2016, including the launch in October of the Allrecipes *Dinner Spinner* television show which airs on The CW Network's popular "One Magnificent Morning" programming block specifically targeting teens and families. The half-hour competitive cooking series helps millions of home cooks reinvent their daily menus through a weekly competition where two home cooks compete to show off their creativity in a race for the best plate. A panel of Allrecipes experts judge the final dishes to determine the winner. In addition, each episode teaches audiences the value of using fresh flavors and ingredients to create easy, family-friendly meals.

The series is hosted by noted chef and television personality Gabe Kennedy. Three judges—Broadway performer, actress and mom-of-two Courtney Lopez, Allrecipes All-star Angela Sackett, and Allrecipes' Nutritionist Alli Shircliff—taste the dishes to determine the winner in each episode. To promote the first episode, *Dinner Spinner* [took over](#) the Nasdaq and Thomson Reuters billboards in New York's Times Square to coincide with the series premiere date.

In addition, Allrecipes Dinner Spinner app downloads surged 64 percent in the first two weeks the show aired. This latest growth has propelled the app in the iTunes store to a top 10 ranking.ⁱ Allrecipes.com has also experienced five times usual traffic levels during the peak show broadcast

window.ⁱⁱ

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, every day 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.

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, 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.

ⁱ Source: App Annie

ⁱⁱ Source: John Keane/Data
Dog

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