

EatingWell Magazine Publishes Largest Issue In Its 26-Year History

November/December 2016 Issue Caps Year of Growth Including Frozen Food Line and New Cookbook

NEW YORK, 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 *EatingWell* magazine's November/December 2016 edition, which hit newsstands on October 25, is the largest issue in the brand's 26-year history.

Compared to the November/December 2015 edition, advertising paging increased by nearly 60 percent. Additionally, total advertising pages are up more than 40 percent in 2016.

"Advertisers recognize that *EatingWell* has been at the forefront of what Americans now embrace – the rewards of eating better," says Andrew Amill, Publisher of *EatingWell*. "Our experts offer delicious recipes, balanced nutritional advice, thought-provoking stories and new ways to make healthy choices more exciting. *EatingWell* is a way of life."

The issue includes over 50 cross-category advertisers, such as AstraZeneca, Domino Sugar, Eden Foods, KerryGold, McCormick, Purina, Reynolds, and Sub-Zero and Wolf. The cover, which showcases a vibrant photograph of a pomegranate, also features a POM Wonderful high-impact native cover unit spread. Including the November/December issue, three out of six *EatingWell* covers in 2016 featured high-impact cover units.

In addition to print advertising success, the *EatingWell* brand has seen growth across platforms in 2016.

This fall, *EatingWell* partnered with Bellisio Foods to launch [EatingWell™ frozen entrées](#), which feature eight flavorful meals, including Cherry Port Pork, Indian Inspired Chicken and Vermont Cheddar Mac & Cheese. Meal ingredients are selected specifically for consumers seeking great-tasting and better-for-you options. The entrees are available at more than 5,000 retail stores and more than 10 major grocery chains nationwide.

EatingWell also increased its investment in **digital video**, garnering more than 150 million organic views on Facebook this year, with 29 videos receiving more than one million views each. In turn, *EatingWell*'s fan-base on the platform has grown nearly 70 percent since January 2016.

And in June, *EatingWell* released its latest cookbook, ***EatingWell Vegetables***, which offers step-by-step tips on selecting, storing and cooking nearly 50 different vegetables from Artichokes to Yucca. The cookbook brings together more than 200 of the magazine's most delicious vegetable recipes – created by cookbook authors, chefs, recipe developers, bloggers and *EatingWell* editors – from the past two decades.

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

Launched in 1990, *EatingWell* is a leading source of science-based nutrition advice, inspiring articles about food, farms and cooking, and delicious, healthy recipes. *EatingWell* magazine is published six times a year with a rate base of one million and an audience of 6.2 million readers. The brand has diversified to multiple formats, including a content-rich website that reaches over four million unique visitors per month, social media platforms with nearly three million followers, content and brand licensing, custom publishing, and consumer cookbooks. Its core mission is to make healthy eating a joyful way of life.

EatingWell is a seven-time winner of the coveted Bert Greene Award, the highest award in magazine journalism given by the International Association of Culinary Professionals (IACP). Additionally, *EatingWell* has won 13 James Beard awards, with an additional 16 nominations, and was selected to the Advertising Age "A-List" in 2013.

Additional information may be found at www.eatingwell.com.

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, SHAPE and EatingWell. 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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