

Meredith Debuts Newsstand Special Magazine Based on Highly Popular Forks Over Knives Media Brand

DES MOINES, IA (December 15, 2016) – Meredith Corporation (**NYSE:MDP**; www.meredith.com) the nation's leading multi-channel media and marketing company serving over 100 million American women and nearly three out of four U.S. millennial women, today announced the release of *Forks Over Knives* magazine.

Available on newsstands nationwide beginning on December 27, 2016, *Forks Over Knives* is based on the hugely popular wellness brand which empowers people to live healthier lives by changing the way the world understands nutrition.

Since the original film documentary debut in 2011, Forks Over Knives has become a global brand and movement based on the concept that diets based in fruits, vegetables, tubers, whole grains, and legumes can significantly improve overall health and wellness. The brand includes a website that reaches over 900,000 UVs per month; four books including *Forks Over Knives: The Plant Based Way to Health*, and *Forks Over Knives – The Cookbook*, which combined spent over 89 weeks on *The New York Times* Best Seller list; a bestselling mobile app; a meal planning service; an online cooking school; and a food product line.

The brand also has substantial social media followings, including more than 900,000 followers on Facebook.

"Forks Over Knives is a multi-channel media brand that truly resonates with the active and healthy lifestyle so important to millions of women, especially millennials," says Meredith Core Media Editorial Director Doug Kouma. "As a company that reaches over 26 million millennial women across our magazine, digital, video and social media channels, we understand their passion for wellness for themselves and their families."

He notes for example the strong appeal of Meredith brands such as *EatingWell* and *Shape* in engaging female audiences on multiple media platforms. "We believe that Forks Over Knives' message of the connection between wellness and nutrition will resonate with the consumers who already enjoy our active lifestyle brands."

The premier issue, which is available on newsstands nationwide, includes:

Pure and Simple Sweets: How to enjoy your favorite desserts and still maintain your Forks Over Knives nutrition plan. *Featured recipe:* Chocolate pie.

International Flavors: Easy ways to spice up your meals with flavors from around the world. *Featured recipe:* Easy Thai Noodles.

Power Bowls: Quick and simple to prepare bowl-based meals can give you extra energy throughout the day and anytime. *Featured recipes:* Red Kidney Beans and Brown Rice and Butter Lettuce and Green Pea Salad.

Celebrity Profile: Tennis legend **Venus Williams** shares her story on how plant-based nutrition helped her on the path back to wellness both on and off the court.

"Our goal at Forks Over Knives is to provide the motivation, practical guidance, and a support system to empower people to live healthier and happier lives," says Brian Wendel, the company's founder

and president. "Meredith Corporation brings a world of skill and experience to deliver lifestyle media in a beautifully presented, fun and approachable way."

Forks Over Knives will be available in stores for \$9.99 through March 27, 2017, with a circulation of 200,000 copies.

ABOUT MEREDITH CORPORATION

Meredith Corporation (**NYSE:MDP**; www.meredith.com) has been committed to service journalism for 115 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, parenthood 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. and at walmart.com. 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, TGIFriday'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.

For further information: Patrick Taylor: 212/551.6984; Patrick.Taylor@meredith.com, or Rebecca Zisholtz: 212/551.7087; Rebecca.Zisholtz@meredith.com

<https://dotdashmeredith.mediaroom.com/2016-12-15-Meredith-Debuts-Newsstand-Special-Magazine-Based-on-Highly-Popular-Forks-Over-Knives-Media-Brand>