

# Meredith Corporation's The Magnolia Journal Launches Its Third Issue With 1 Million Distribution, Including 700,000 Paid Subscribers

## Meredith Expects The Magnolia Journal to Increase Circulation Throughout 2017 and 2018

DES MOINES, Iowa and NEW YORK, May 9, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [meredith.com](http://meredith.com)) – the leading media and marketing company with national brands serving more than 110 million American women including 70 percent of all U.S. female Millennials – announced today that *The Magnolia Journal* will be printing over 1 million copies of its third issue nationwide.

The third issue of *The Magnolia Journal*, due to hit newsstands on May 12, will be mailed to 700,000 subscribers paying \$20 for a one-year subscription, and will continue to be distributed on newsstands nationally.

*The Magnolia Journal* – based on Chip and Joanna Gaines' popular Magnolia brand – debuted in October 2016 as a newsstand-only title with an initial run of 400,000 copies and a cover price of \$7.99. Within a week, major U.S. retailers started to request additional copies, citing sold-out pockets across the country. In February 2017, Meredith published a second issue of *The Magnolia Journal* with a 750,000 distribution, and increased efforts to generate subscription orders.

"*The Magnolia Journal* has generated an incredible buzz from consumers, particularly Millennials," says Doug Olson, President of Meredith Magazines. "Credit goes to Chip and Joanna Gaines for creating a beloved brand, and to the Meredith team for helping bring that brand to life in print."

Advertiser interest in *The Magnolia Journal* has been strong, including brands such as, Chevy, Samsung, Pier 1, Go RVing and Pure Leaf. In fact, many advertisers, including Citizen Watch Company and Simpson Door Company, developed custom brand creative specifically for *The Magnolia Journal*.

"We are thrilled about the immediate success *The Magnolia Journal* has enjoyed, and we're excited to offer our advertisers and marketing partners access to a large and devoted consumer audience," says Christine Guilfoyle, Meredith Senior VP/Publisher. "We are giving advertisers the opportunity to align with Chip and Joanna Gaines and to capitalize on this unique consumer engagement, which makes ROI more impactful."

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; the popular Magnolia Market in Waco, Texas; and at [www.magnoliamarket.com](http://www.magnoliamarket.com).

### **ABOUT THE MAGNOLIA JOURNAL**

*The Magnolia Journal* is a quarterly lifestyle magazine that marks the first print extension of Chip and Joanna 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 focused 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 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 110 million unduplicated women every month, including 70 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 & Gardens*, *Allrecipes*, *Parents*, *SHAPE*, *Martha Stewart Living* and *The Magnolia Journal*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 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 The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 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 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

For further information: Meredith Contacts: Art Slusark, Chief Communications Officer: [art.slusark@meredith.com](mailto:art.slusark@meredith.com); 515-284-3404; Liz Malone, Senior Publicist, National Media Group: [liz.malone@meredith.com](mailto:liz.malone@meredith.com); 212-551-7172; Christine Guilfoyle, VP/Publisher, National Media Group: [christine.guilfoyle@meredith.com](mailto:christine.guilfoyle@meredith.com); 212-551-7131; Doug Kouma, Editorial Director, Meredith Core Media: [doug.kouma@meredith.com](mailto:doug.kouma@meredith.com); 515-284-3631 | Magnolia Contact: Brock Murphy, Director of Public Relations; [brockmurphy@magnoliamarket.com](mailto:brockmurphy@magnoliamarket.com); 254-495-2402

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