

Meredith Launches "Strive" to Bring Premium Wellness Content to Over 100 Million Women

Strive Content Lives Across Five Meredith Digital Brands, Including Martha Stewart, Parents, SHAPE, Eating Well, and Better Homes & Gardens

NEW YORK, Sept. 28, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; www.meredith.com), the nation's leading media and marketing company serving 110 million unduplicated U.S. women and 70 percent of American Millennial women, today announced the launch of Strive, the company's new wellness brand. Strive content explores the art and science of healthy living, and the brand's content will live on [Facebook](#) as well as on hubs across five leading Meredith digital and magazine brands: [Martha Stewart](#), [SHAPE](#), [Better Homes & Gardens](#), [Parents](#) and [EatingWell](#).

Strive content is backed by extensive research and medical review, so readers can follow the recommendations provided with confidence. Strive's team includes established health journalists, nutritionists and wellness experts. Wellness topics covered by Strive span the spectrum of healthy living, including sleep, nutrition, fitness, and beauty.

"At Strive, we're consumed with exploring what wellness means for all of us today," said Jennifer Braunschweiger, Editor in Chief. "What does it mean to live a healthy life now? How is that question answered differently for every person? Our intensive review process means that every scientific claim is backed up with well-established medical studies—and we provide links to those studies in our stories so you can understand the science behind the recommendations."

In addition to well-researched stories, Strive also provides women with practical health tips of the day, personal accounts of health transformation from readers, and product recommendations to help maintain a healthy lifestyle.

"We've seen a growing demand for health and wellness content," said Marc Rothschild, SVP of Meredith Digital. "With Strive, we are filling that need for our users with content that is uniquely inspiring, actionable, and backed by science and data. Strive brings this content to millions of women across the Meredith Digital portfolio of brands, so she can engage with it wherever and however she wants."

You can join the Strive community at <https://www.facebook.com/strivehealth/> and by visiting any of Strive's content hubs within the Meredith Digital brands below:

BHG.com/strive

MarthaStewart.com/strive

EatingWell.com/strive

Parents.com/strive

SHAPE.com/strive

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 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: Kristin Kovner, K-Squared Strategies, 646.847.8147,
kristin@ksquaredstrategies.com

<https://dotdashmeredith.mediaroom.com/2017-09-28-Meredith-Launches-Strive-to-Bring-Premium-Wellness-Content-to-Over-100-Million-Women>