

# Meredith E-commerce Network Awarded "Innovator Of The Year" By Commission Junction Affiliate

## Leading Global Affiliate Network Recognizes Meredith As Industry Leader

NEW YORK, Oct. 10, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP) ([www.meredith.com](http://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 that the Meredith E-commerce Network has been named "Innovator of the Year – Publisher" By Commission Junction Affiliate (CJ Affiliate). The award recognizes Meredith as the media company with the most creative use of new ideas, methods, or technologies to shape the affiliate world.

"The Meredith E-commerce Network was a clear choice for this important award," said Scott Ginsberg, VP of Publisher Development at CJ Affiliate. "In a few short years, it has scaled its business to millions of shoppers across industry-leading brands, bringing seamless affiliate integration and new, innovative formats to the industry."

The Meredith E-commerce Network has proprietary technology that matches content with relevant products and seamlessly integrates them into editorial content, while featuring them within branded digital "shops." The Meredith E-commerce Network currently spans seven Meredith Digital brands, with print integrations and digital stores on Parents, Shape, Better Homes & Gardens, Allrecipes, Fitness, MyWedding, and MORE.

"We are always looking for new ways to innovate and provide the Meredith consumer with all of the benefits of e-commerce woven into Meredith's premium editorial content environments," said Mom Chan, General Manager of The Meredith E-commerce Network. "We are honored to have our hard work recognized by such an important partner and leader in the affiliate space."

The Meredith E-commerce Network processes 140 million products a day from a wide range of sources, including affiliate partners, third-party aggregators and direct partners. Over the past two years, the revenue it has driven to its partners has grown by more than six-fold.

"When we acquired ShopNation in 2012, e-commerce was a nascent business for large publishers," said Andy Wilson, Meredith Corporation SVP of Consumer Revenue. "We recognized the opportunity early, and what the team has built and transformed into the full-fledged Meredith E-commerce Network is nothing short of remarkable."

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: [MDP](http://www.meredith.com); [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 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

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