

# Meredith Corporation Launches "Hungry Girl" Magazine In Collaboration With Lisa Lillien

NEW YORK, Jan. 9, 2018 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [meredith.com](http://www.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 – is pleased to announce the launch of *Hungry Girl* magazine. The spring issue will be on newsstands January 16<sup>th</sup> and carry a \$9.99 cover price.

This magazine was created under the vision of Lisa Lillien, the creator of the Hungry Girl brand and founder of [hungry-girl.com](http://hungry-girl.com). Lillien, a leader in the better-for-you food space, is the author of twelve bestselling cookbooks, six of which debuted at #1 on the *New York Times* Best Sellers list. Nearly 3 million email subscribers and social media followers eagerly await Hungry Girl's recipes, food finds, and tips & tricks each weekday.

"I couldn't be more excited about this new venture and the opportunity to bring the Hungry Girl audience fresh content in a completely new format," says Lillien. "I actually started my career as a magazine editor, so I'm thrilled to be going back to my roots."

Each issue will contain 50+ healthy recipes, lifestyle tips & tricks, and more. Regular columns will include:

- Hungry Girl How-To: Step-by-step guides to the hottest cooking trends.
- Success Stories: Real-world accounts from people who won their battles with the scale.
- Super Sleuth: Mythbusting and eye-opening information about food & diet facts and fallacies.

*Hungry Girl* magazine will join the list of very successful magazine partnership launches from Meredith Corporation.

"Lisa and her team have built a large and engaged audience for the Hungry Girl brand. Her successful books and large digital following provide a great foundation for the launch of a magazine," says VP and Group Publisher, Scott Mortimer. "The magazine is full of great ideas and is the perfect extension of her brand."

*Hungry Girl* magazine is available on newsstands on January 16<sup>th</sup> and is available for preorder on [Hungry-girl.com](http://Hungry-girl.com) now.

## **ABOUT HUNGRY GIRL**

Lisa Lillien (a.k.a. Hungry Girl) is a *New York Times* best-selling author and the creator of the Hungry Girl brand. She is the founder of [hungry-girl.com](http://hungry-girl.com), the free daily email service that entertains and informs hungry people everywhere. Lisa is the author of twelve bestselling cookbooks, six of which debuted at #1 on the *New York Times* Best Sellers list. She has also starred in a top-rated cooking show on both Food Network and Cooking Channel. A self-proclaimed "mad scientist" in the kitchen, Lisa dishes out guilt-free recipes, tips & tricks, supermarket finds, and survival guides for real-world eating situations.

## **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.

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