

Meredith Corporation's The Magnolia Journal Is Named MPA's Magazine Launch of the Year; Releases Spring 2018 Issue

NEW YORK, Feb. 8, 2018 /PRNewswire/ -- Meredith Corporation's (NYSE: MDP; meredith.com) *The Magnolia Journal* was named Magazine Launch of the Year by the Association of Magazine Media (MPA) at the American Magazine Media Conference on Tuesday. Additionally, the magazine will launch its Spring issue on Feb. 13 with a 1.2 million rate base.

Awarded by Samir "Mr. Magazine" Husni and the MPA, this award was chosen from the over 200 magazines launched from October 2016 to December 2017. The number one attribute identified by the judges was the reaction to the magazine by its audience and the magazine media industry overall.

"It's been a long time since a magazine has generated as much buzz in the marketplace as *The Magnolia Journal* has. The connectivity of the content and the design made and continues to make this magazine fly off the shelves. Under the leadership of editor in chief Joanna Gaines, this print product creates a very interactive experience for readers," says Samir Husni. "All in all, *The Magnolia Journal* busted onto the scene, and in less than a year, floated to the top, deserving the Launch of the Year award. This is a well-deserved honor."

Coinciding with this award is the launch of the Spring 2018 issue of *The Magnolia Journal*. The theme of this issue is Intentionality. It includes:

- Garden Party – Celebrate the arrival of spring with this beautiful outdoor gathering.
- Tarts + Quiches – Sweet or savory, these anytime treats are easy as pie.
- Spring Favorites – The items Chip and Joanna are loving this season.
- Laundry + Rooms – Tips to make these spaces personal and inspiring.
- Destination: Round Top, Texas - Get to know one of the largest series of antique shows in the country.
- Living with Intentionality – Stories of thoughtful pursuits.

The Magnolia Journal has an impressive array of new advertisers premiering in the Spring issue, including Nest, Green Giant, Hillshire Farm, Daisy Sour Cream, P.F. Chang's, and another Johnson & Johnson beauty brand, Neutrogena. Trusted advertisers that have returned for this issue include Target, Hearth & Hand with Magnolia, Pier 1, Kohler, Alexia, American Standard and Chevrolet, among others.

"With a 1.2 million rate base for Spring 2018, the growth of this brand, which is now in its sixth issue in print, is incredible," says VP/Group Publisher Mark Josephson. "Advertisers want to be aligned with Chip and Joanna and *The Magnolia Journal*, and we are thrilled to have clients return issue after issue while at the same time, attracting new and unique ones to the mix."

In addition to its strong subscriber base, *The Magnolia Journal* continues to be available for purchase at several major U.S. retailers, Magnolia Market in Waco, Texas and at magnoliamarket.com.

ABOUT THE MAGNOLIA JOURNAL

The Magnolia Journal is a lifestyle magazine from Magnolia, a Waco, Texas-based home and lifestyle brand founded in 2003 by Chip and Joanna Gaines. The magazine offers readers fresh inspiration for the home and beyond.

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; meredith.com) has been committed to service journalism for more

than 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 nearly 200 million unduplicated American consumers every month, including 85 percent of U.S. Millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, home, parenting, beauty, fashion, news and sports. 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. and at walmart.com, as well as innovative business-to-business marketing solutions provided by Meredith Xcelerated Marketing.

Meredith's Local Media Group includes 17 television stations reaching more than 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 and 13 in Top 50 markets. Meredith's stations produce more than 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

SOURCE Meredith Corporation

For further information: Meredith: Liz Malone, Senior Publicist, National Media Group:
liz.malone@meredith.com; 212-551-7172; Magnolia: Brock Murphy, Director of Public Relations;
brockmurphy@magnoliainmarket.com

<https://dotdashmeredith.mediaroom.com/2018-02-08-Meredith-Corporations-The-Magnolia-Journal-Is-Named-MPAs-Magazine-Launch-of-the-Year-Releases-Spring-2018-Issue>