

FOOD & WINE Enhances Its Print Product As Audience Grows

Editorial Team Welcomes New Talent and Receives Award Nominations

NEW YORK, March 11, 2020 /PRNewswire/ -- [Meredith Corporation](#)'s (NYSE: MDP) FOOD & WINE announces that it is investing in the magazine with upgraded paper quality and larger trim size effective with the April 2020 special California Wine issue, on newsstands March 20. These enhancements follow increases in the brand's reach: FOOD & WINE's print audience is now at 8 million, up 11 percent year over year, total circulation of the magazine is now at 956,538, up 2 percent year over year and single-copy sales are up 2 percent year over year. The brand's total audience footprint across print, digital and social is now at 29 Million, up 8 percent year over year. In addition, readers are more engaged with the magazine, with reading time up 13 percent year over year.*

Advertising is also growing, with print ad revenue up 18 percent for the year to date (Jan-Apr 2020 vs. Jan-Apr 2019). New advertisers that have joined FOOD & WINE in 2020 include Ford, LG Signature Series, Silversea Cruises, Sub Zero, St. Regis and Raymond James, among others.

"Our team is thrilled about the improved paper and trim size because it creates an even more elegant showcase for our storytelling and photography and it underscores our commitment to the power of print. As our audience continues to grow on every platform, from print and digital to social media, video, and events, we'll continue to serve them the best content— including trusted recipes, travel and wine coverage, daily news and insights in the culinary world, videos from our F&W Cooks series, and F&W Pro stories that foster meaningful conversations within the restaurant industry."

FOOD & WINE is adding a new editorial contributor, 2019 Best New Chef alum Kwame Onwuachi, executive chef at Kith/Kin and author of the culinary memoir *Notes from a Young Black Chef*. Kwame's debut FOOD & WINE article will appear in the May travel issue, and he will also be featured in several episodes of the new FOOD & WINE longform video series called *Tasting Home*, launching in early April. The first episode of the series was shot with Kwame in Trinidad & Tobago and corresponds to his May story.

In acknowledgment of the brand's momentum, FOOD & WINE editors and contributors were recently nominated as finalists in eight categories in the International Association of Culinary Professionals Awards 2020, celebrating achievements across print, digital and social media in addition to video and photography, with winners to be announced on March 28. All finalists are listed [here](#).


*Sources: AAM December 2019 vs AAM December 2018; GfK MRI Fall 2019 vs Fall 2018; internal reporting

ABOUT FOOD & WINE

FOOD & WINE is the ultimate authority on the best of what's new in food, drink, travel, design and entertaining. FOOD & WINE has an extensive social media following on Facebook, Twitter, Instagram, Pinterest, Tumblr and Snapchat. FOOD & WINE includes a monthly magazine in print and digital; a website, [foodandwine.com](#); a books division; plus newsletters, clubs, events, dinnerware, cookware and more. At FOOD & WINE, we inspire and empower our wine and food obsessed community to eat, drink, entertain and travel better—every day and everywhere. FOOD & WINE is part of Meredith Corp.'s (NYSE: MDP: [Meredith.com](#)) portfolio of best-in-class brands.

SOURCE Meredith Corporation

For further information: Liz Marsh, Elizabeth.Marsh@meredith.com, 212-522-0269

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