

Meredith Corporation Receives Gender Fair™ Certification For Promoting Gender Equality

Less than 10 Percent of Fortune 500 Companies Are Gender Fair

NEW YORK (March 31, 2021)– [Gender Fair](#), the world's first consumer rating system for equality, today announced it has issued its highly selective Gender Fair certification to [Meredith Corporation](#).

Meredith, the nation's leading brand-led multi-platform media company with a reach to 95 percent of American women, joins a cohort of organizations that meet Gender Fair's certification standards in leadership, employee policies, advertising, diversity reporting, and philanthropy. Other companies recognized for accelerating gender equity include Johnson & Johnson, Mastercard, Eli Lilly, Microsoft, and Procter & Gamble.

"People care deeply about diversity and equality. Consumers, employees, and investors are holding companies accountable beyond statements and words," said Johanna Zeilstra, CEO of Gender Fair. "It's paramount that companies follow Meredith's example by enacting meaningful, inclusive practices that level the playing field and keep advancing freedom and equal opportunity. Given Meredith's prominence in the cultural conversation, we are thrilled it is using its powerful platform to lead the way."

Meredith's commitment to gender equality begins within its workforce and extends into every facet of the business. The practices that led to Meredith's Gender Fair certification include:

- **Advertising** – The company supports the Association of National Advertisers' SeeHer movement, which focuses on ensuring that women and girls are accurately portrayed in advertising, media, and entertainment and on eliminating unconscious gender bias in programming and advertisements.
- **Leadership** – Meredith is building a robust talent pipeline. Women make up 60% of all leaders at the company, 44% of the board, and 44% of employees designated vice president or above, as reflected in the Meredith [2020 Corporate Social Responsibility Report](#).
- **Employee Benefits** – Meredith offers employees an extensive suite of benefits, including flextime, part-time work, 12 weeks of paid time off for the birth or adoption of a child, breast milk shipping, nursing rooms, onsite and virtual wellness/fitness programming, time off to care for a dependent, backup child and elder care, as well as flexible spending accounts for dependent care. The company's Employee Resource Groups, including Women@Meredith and Women in Tech, drive visibility, engagement, education, events, and community support and involvement spanning its entire workforce.

"Meredith is deeply committed to advancing gender equality across all segments of our business, in our workforce, and in our communities," said Dina Nathanson, SVP, Human Resources. "We're proud to be recognized for our leadership and advocacy, and we will continue to prioritize our initiatives to become a more diverse, equitable, and inclusive organization."

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ABOUT GENDER FAIR

Gender Fair conducts independent research on companies and analyzes whether their practices are fair and equitable, using metrics derived from the UN's Women Empowerment Principles and



benchmarks based on current averages. Gender Fair then shares the results of this data with the public to inform consumers, employees and investors, the majority of whom expect companies to support women's rights. Gender Fair's reporting and ratings are published through a free mobile app or chrome extension. Learn more at Genderfair.com.

ABOUT MEREDITH CORPORATION

[Meredith Corporation](#) (NYSE: MDP), a leading media company for nearly 120 years, produces service journalism that engages audiences with essential, inspiring, and trusted content. Meredith reaches consumers where they are across multiple platforms including digital, video, magazine, and broadcast television. Meredith's National Media Group reaches nearly 95 percent of all U.S. women and more than 190 million unduplicated American consumers every month through such iconic brands as PEOPLE, Better Homes & Gardens, Allrecipes, Southern Living, and REAL SIMPLE. Meredith's premium digital network reaches more than 150 million consumers each month. The Company is the No. 1 U.S. magazine operator with 36 million subscribers and the No. 2 global licensor with robust brand licensing activities that include a Better Homes & Gardens partnership with Walmart. Meredith's Local Media Group portfolio includes 17 television stations reaching 11 percent of U.S. households and 30 million viewers. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 markets, including Atlanta, Phoenix, St. Louis, and Portland, and 13 stations in the Top 50.

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