



# Meredith

Annual Analyst/Investor Conference

September 6, 2007 – New York

# Safe Harbor

**This presentation and management's public commentary contain certain forward-looking statements that are subject to risks and uncertainties. These statements are based on management's current knowledge and estimates of factors affecting the Company's operations. Statements in this presentation that are forward-looking include, but are not limited to, the statements regarding broadcast pacings, publishing advertising revenues, along with the Company's earnings per share outlook for the first quarter and full fiscal year 2008.**

**Actual results may differ materially from those currently anticipated. Factors that could adversely affect future results include, but are not limited to, downturns in national and/or local economies; a softening of the domestic advertising market; world, national, or local events that could disrupt broadcast television; increased consolidation among major advertisers or other events depressing the level of advertising spending; the unexpected loss or insolvency of one or more major clients; the integration of acquired businesses; changes in consumer reading, purchasing and/or television viewing patterns; increases in paper, postage, printing, or syndicated programming costs; changes in television network affiliation agreements; technological developments affecting products or the methods of distribution; changes in government regulations affecting the Company's industries; unexpected changes in interest rates; and the consequences of any acquisitions and/or dispositions. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events, or otherwise.**

# Agenda

- Strategic Overview
- Broadcasting Overview
- Publishing Overview

Steve Lacy  
Paul Karpowicz  
Jack Griffin

## Break

- Integrated Marketing
- Interactive Media
- Financial Update
- Q&A

Wendy Riches  
Lauren Wiener  
Suku Radia  
All



# A Decade of Media Platform Growth



# A Decade of Media Platform Growth



2003

2005

2006

# Fiscal 2007 Investment Activity

- Core businesses
  - Creative
  - Circulation
  - News expansions
  - Brand building
- Online expansions
  - *BHG.com*
  - *Parents.com*
  - Broadcasting sites
- Meredith Video Solutions





# Portfolio Management

- Acquisitions
  - O'Grady Meyers
  - Genex
  - New Media Strategies
  - *ReadyMade*
  - Healia
- Divestitures
  - *Child*
  - Bend
  - Chattanooga (*in process*)

O'GRADY \ MEYERS  
INTERACTIVE AGENCY



genex®

**NMS**  
new media strategies

**Healia**®  
your search for health

# Great Brands and Properties

- 25 subscription magazines
- 180 special interest publications
- 13 television stations
- 40+ Web sites
- 400 books
- Marketing relationships with America's leading companies





# Broad Customer Reach

- 85 million name database
- 75 million monthly magazine readers
- 10 percent of U.S. television households
- 12 million monthly unique online visitors



# Strong Online Businesses and Brands

- 43 Web sites: 25 Publishing; 18 Broadcasting
- 12 million unique visitors monthly
- 150 million page views monthly
- 2.8 million Internet subscriptions
- More than 1 million video clips streamed monthly
- Operating profit up more than 50%



# Growth Strategies

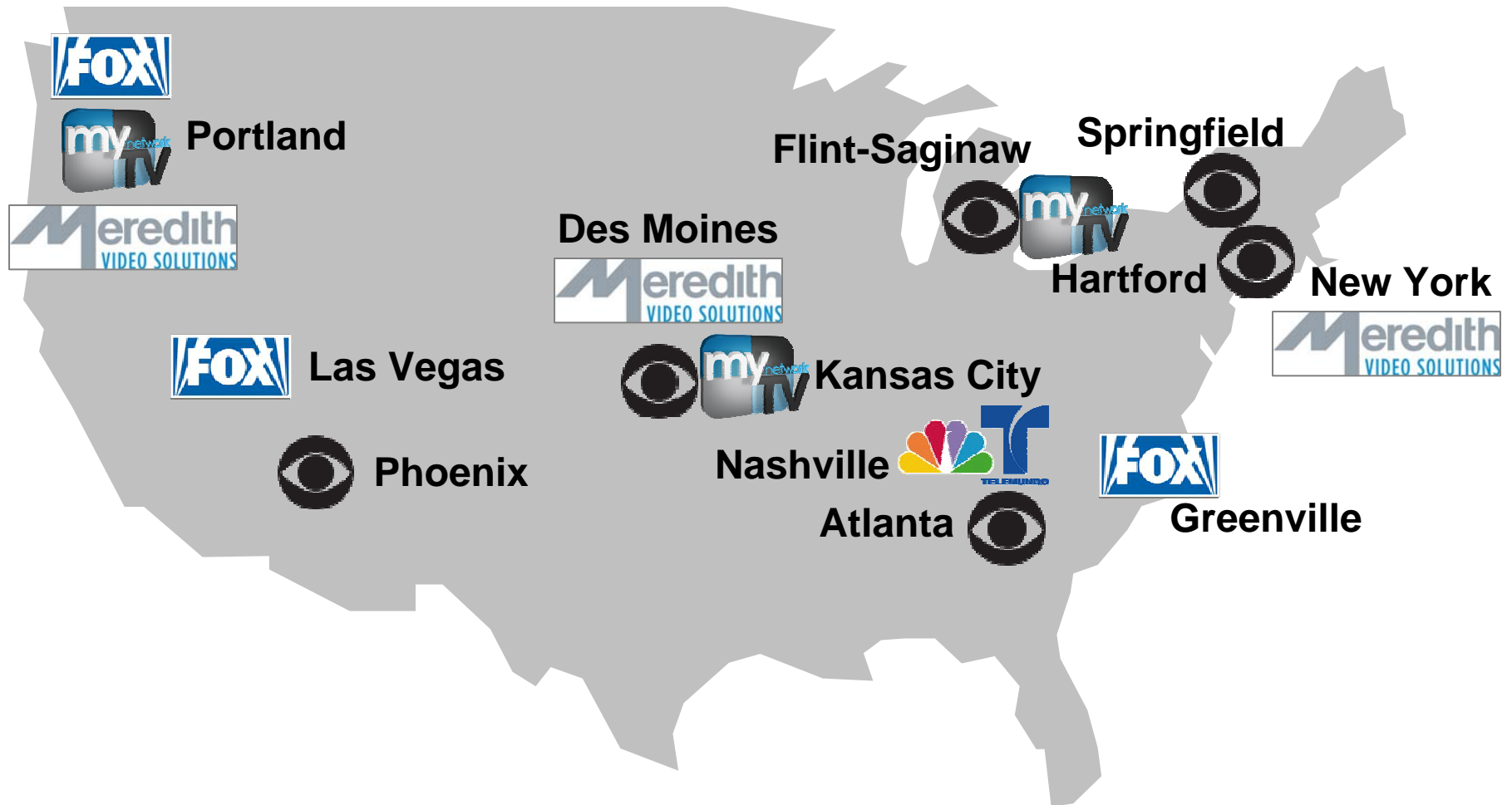
- Maximize margin opportunity in Broadcasting
- Strengthen and grow Publishing business and brands
- Integrate and expand custom marketing businesses
- Expand online and video platforms





September 6, 2007 – New York

# Meredith Broadcasting Group



# Broadcasting Growth Strategies

- Increase and monetize ratings
  - Expand and improve news
  - Execute sales strategies
- Grow new revenue streams
  - Capitalize on Web potential
  - Develop Meredith Video Solutions



# Expand and Improve News

## Morning News

	<b>May 2002</b>	<b>May 2007</b>
<b>Portland – FOX</b>	<b>17</b>	<b>33</b>
<b>Las Vegas – FOX</b>	<b>7</b>	<b>12</b>
<b>Hartford – CBS</b>	<b>30</b>	<b>34</b>
<b>Nashville – NBC</b>	<b>20</b>	<b>24</b>
<b>Kansas City - CBS</b>	<b>14</b>	<b>16</b>

# Expand and Improve News

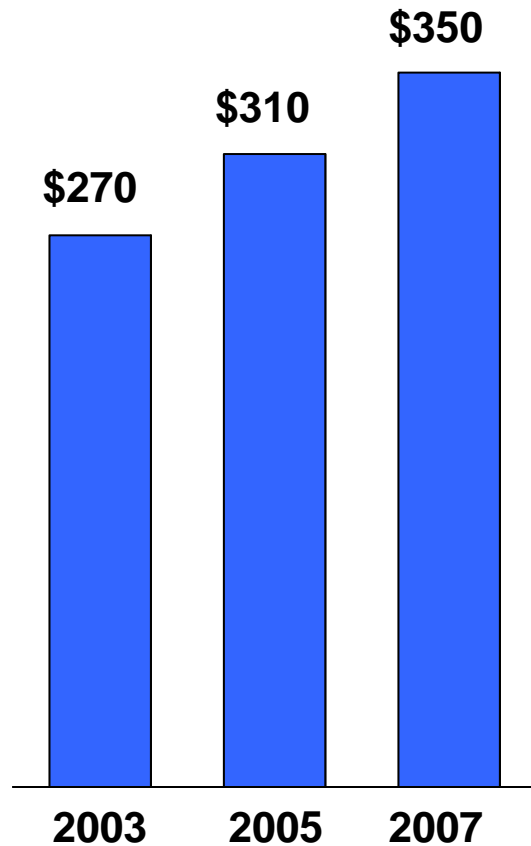
## Late News - Big 3 Markets

	May 2002			May 2007		
	Rating	Share	Ad Rate	Rating	Share	Ad Rate
Atlanta	3.3	6	\$650	3.6	7	\$850
Phoenix	3.7	6	\$400	5.9	10	\$1,250
Portland	4.5	8	\$600	6.7	13	\$700

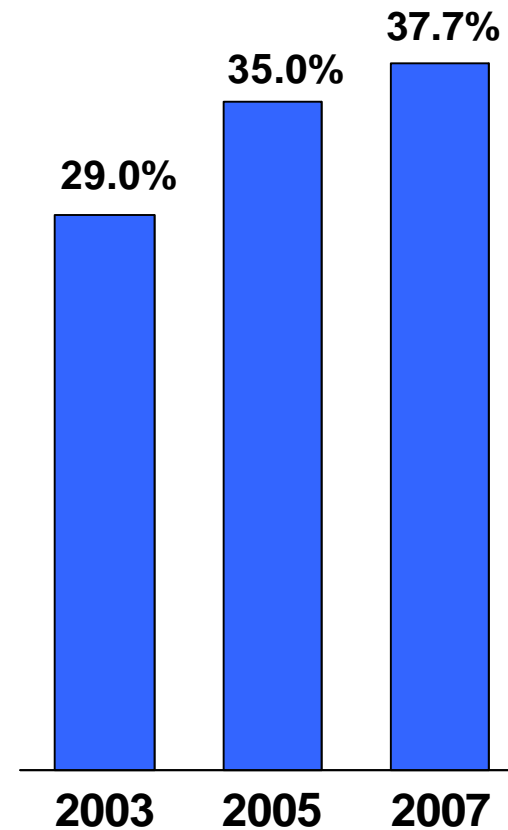
*Ad rate = cost for a 30 second spot*  
*Source: Nielsen HH Share*

# Monetize ratings growth

**Revenue**



**EBITDA Margin**



\$ in millions



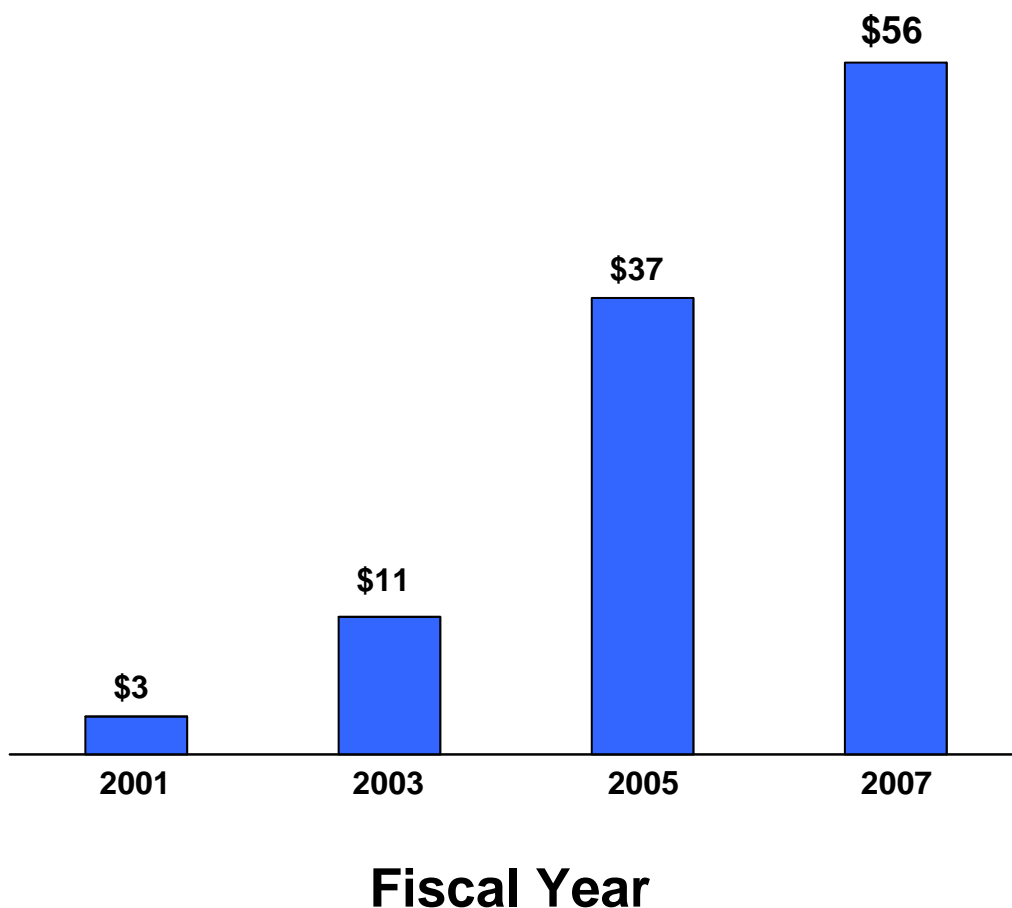
# Capture Early Political Dollars

## Action Steps

- Meeting with all key agencies
- Create pro-active presentations on maturing FOX demos
- Discuss Web site advertising with agencies and candidates
- Hold Washington D.C. reception in late September 2007



# Grow New Revenue Streams



**Meredith**  
VIDEO SOLUTIONS

\$ in millions, includes Cornerstones and branded promotions, local initiatives, online, retransmission fees and Meredith Video Solutions

# Capitalize on Web Potential

## Enhance Broadcasting Sites

- Invested in new technology
- Redesigned all Web sites
- Added dedicated creative personnel
- Hired dedicated Internet sellers

## Results

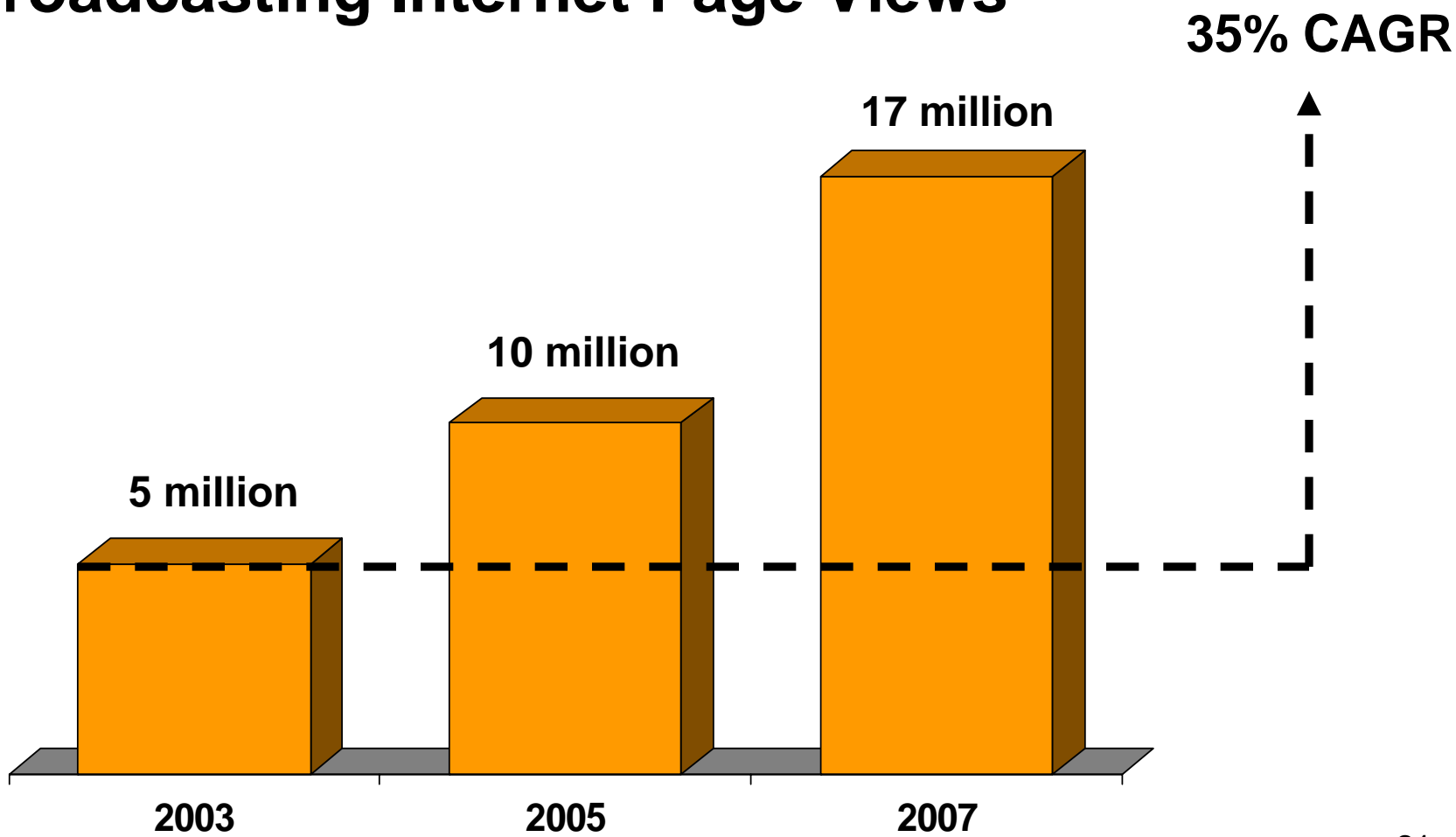
- Traffic up significantly
- Revenues more than doubled in FY2007





# Capitalize on Web Potential

## Broadcasting Internet Page Views



Average monthly page views

# Develop Meredith Video Solutions



- Better.tv
- Parents.tv
- www.BHG.com
- www.parents.com

*Better* television show

# Develop Meredith Video Solutions

## Collaborative Approach

- Publishing brands, content and promotion
- Broadcasting resources and production expertise
- Interactive Media traffic, sales and platform



# Develop Meredith Video Solutions

## Content Strategy and Development



- Over 20 channels
- Library of over 1,000 video assets
- 2-30 minute segments
- Producing 20 hours a week



- Channels include:
  - “Doc Talk”
  - “It Moms”
  - “New Moms Club”
- Producing new content monthly
- Building library of assets

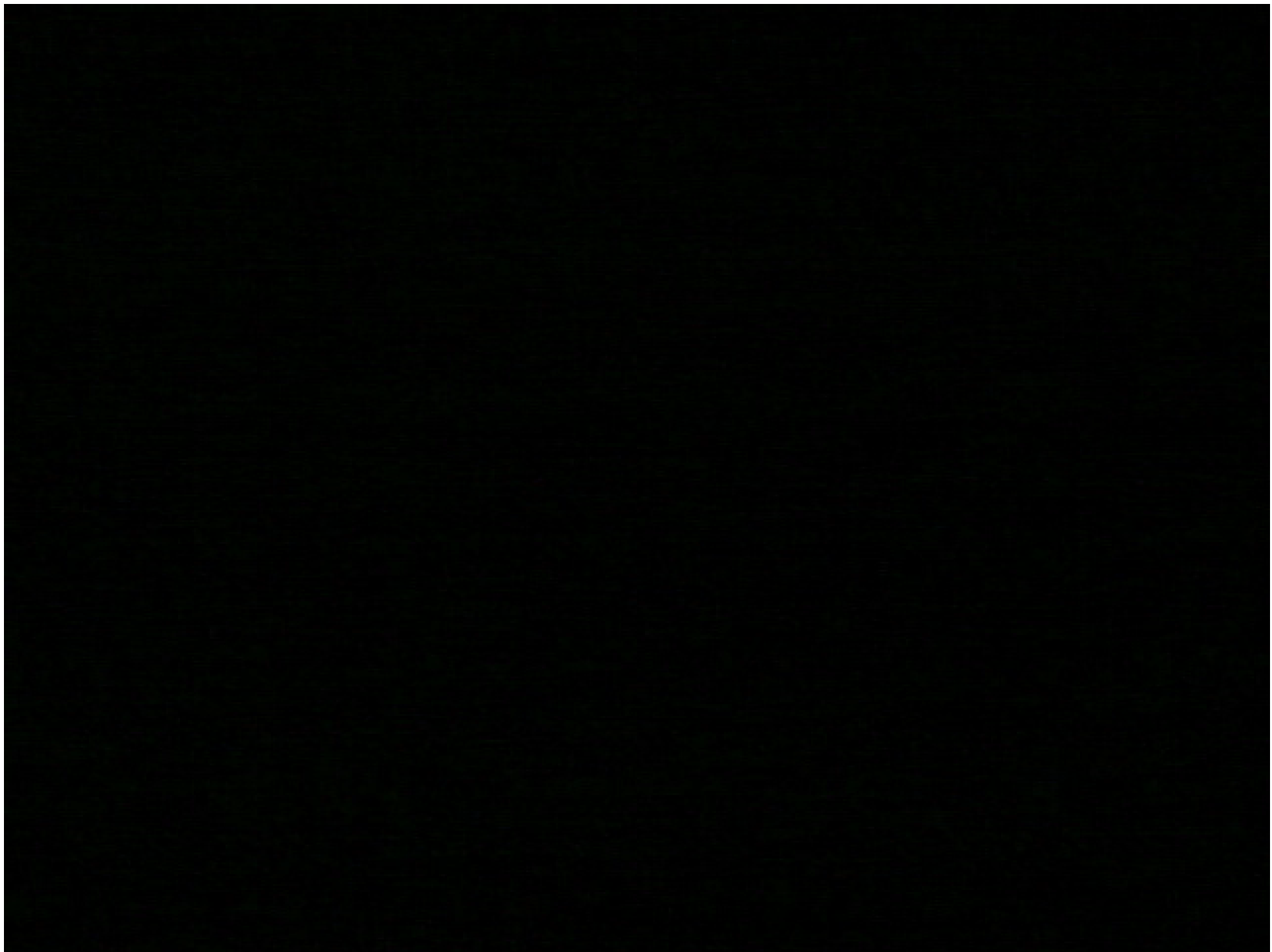
# Develop Meredith Video Solutions

## Monetizing the *Better* Brand

- **Broadband network:**
  - Advertising spots
  - Sponsorships
  - Product placement
- **Television show:**
  - Local advertising
  - Sponsorships
  - Product placement
  - Syndication to other groups

The logo for Procter & Gamble, featuring the letters "P&G" in a stylized blue font.The logo for Kohler, featuring the word "KOHLER" in a bold, black, sans-serif font.The logo for Journal Broadcast Group, featuring the words "Journal Broadcast Group" in a white, sans-serif font inside a blue rectangular box.





# Broadcasting Growth Strategies

- Increase and monetize ratings
  - Expand and improve news
  - Execute sales strategies
- Grow new revenue streams
  - Capitalize on Web potential
  - Develop Meredith Video Solutions



# Meredith

**Publishing Update**

**Jack Griffin**

**President, Meredith Publishing Group**

**September 6, 2007 – New York**



# Meredith Publishing Group

**Meredith Speaks to Women on Subject Matter They Care About Most**

**75 Million Women at Every Adult Lifestage**

**19 MILLION  
YOUNG ADULTS**



**13 MILLION  
YOUNG FAMILIES**



**29 MILLION  
ESTABLISHED FAMILIES**



**20 MILLION  
EARLY EMPTY NESTERS**



# Advertising Category Mix

	<b>Calendar 2001</b>	<b>Calendar 2007</b>
Food	12%	19%
Pharmaceutical	7%	13%
Direct Response	17%	12%
Home	24%	11%
Cosmetics	7%	11%
Non-DTC	3%	6%
Retail	4%	4%
Travel	5%	4%



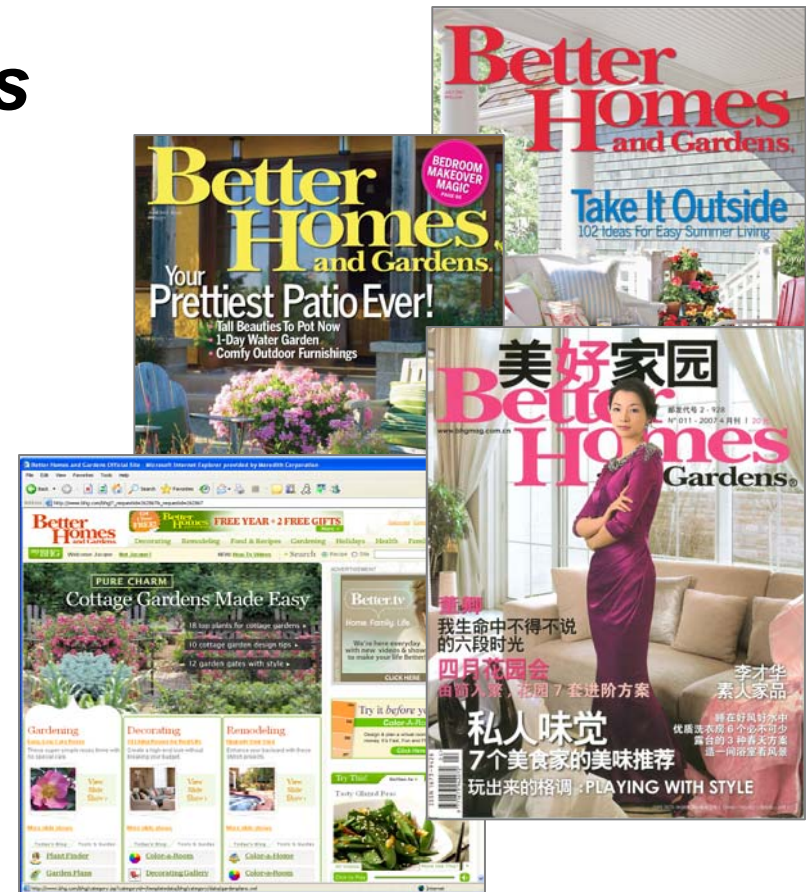
# Publishing Growth Strategies

- Grow magazine business
  - Enhance vibrancy of brands
  - Build on strengthening sales performance
- Expand and integrate custom marketing business
- Expand online and video platforms

# Enhance Vibrancy of Brands

## *Better Homes and Gardens*

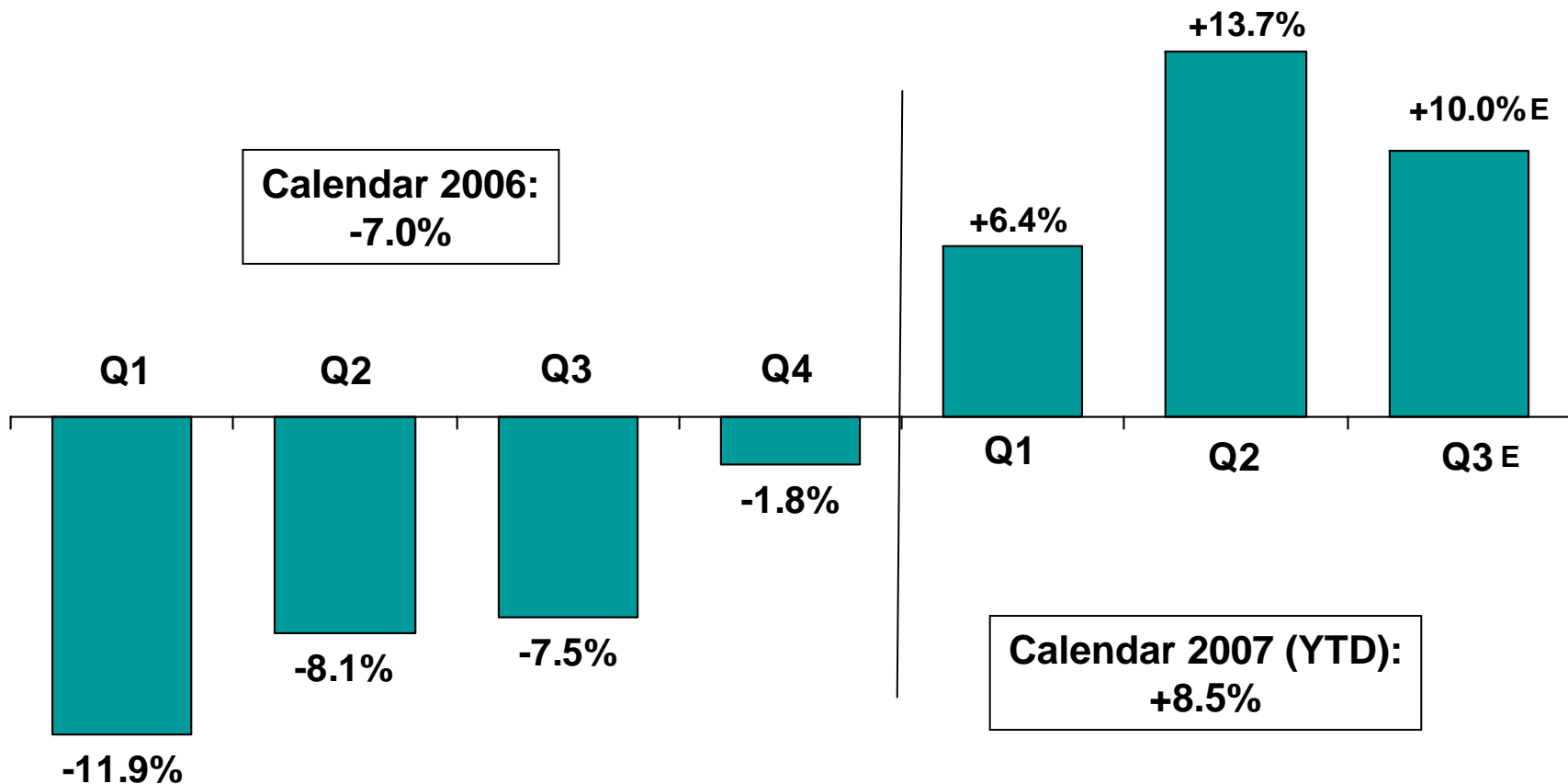
- Re-crafted editorial product
  - Readership up 5-10 percent
- Improved advertising performance
- Stabilized circulation
  - Renewal rates up 5 percent
  - Newsstand sales up 8 percent
- Relaunched *BHG.com*
- Expanded brand licensing activities
  - Universal Furniture
  - International



UNIVERSAL  
FURNITURE

# Enhance Vibrancy of Brands

## *Better Homes and Gardens Advertising Revenues*



# Enhance Vibrancy of Brands

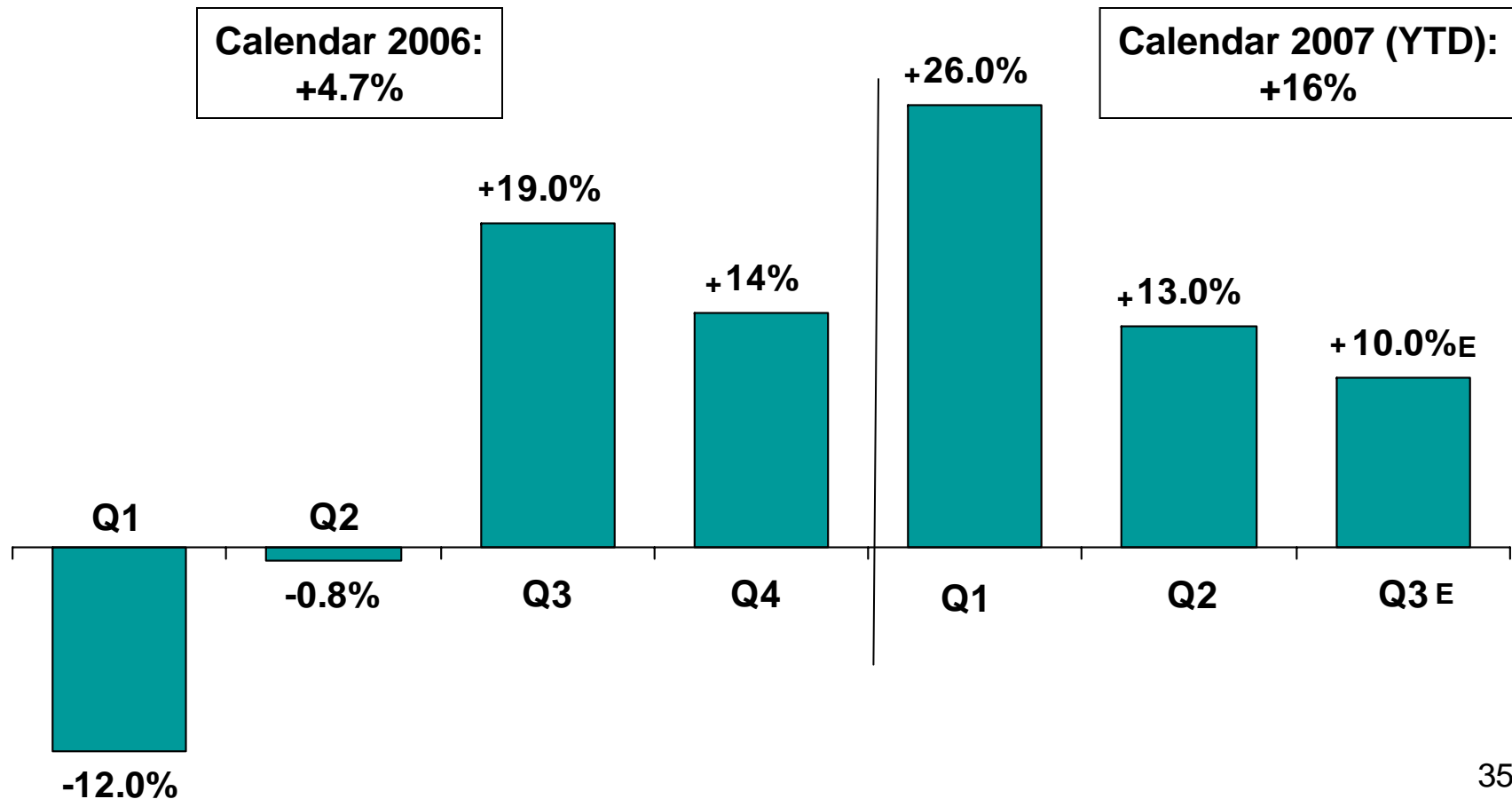
## *Family Circle*

- Creative improvements
  - Editorial
  - Design
- New sales and marketing leadership
- Circulation initiatives
  - Increased Direct-to-publisher subscriptions from 30% to 60%
  - Newsstand improvements



# Enhance Vibrancy of Brands

## *Family Circle Advertising Revenues*





# Enhance Vibrancy of Brands

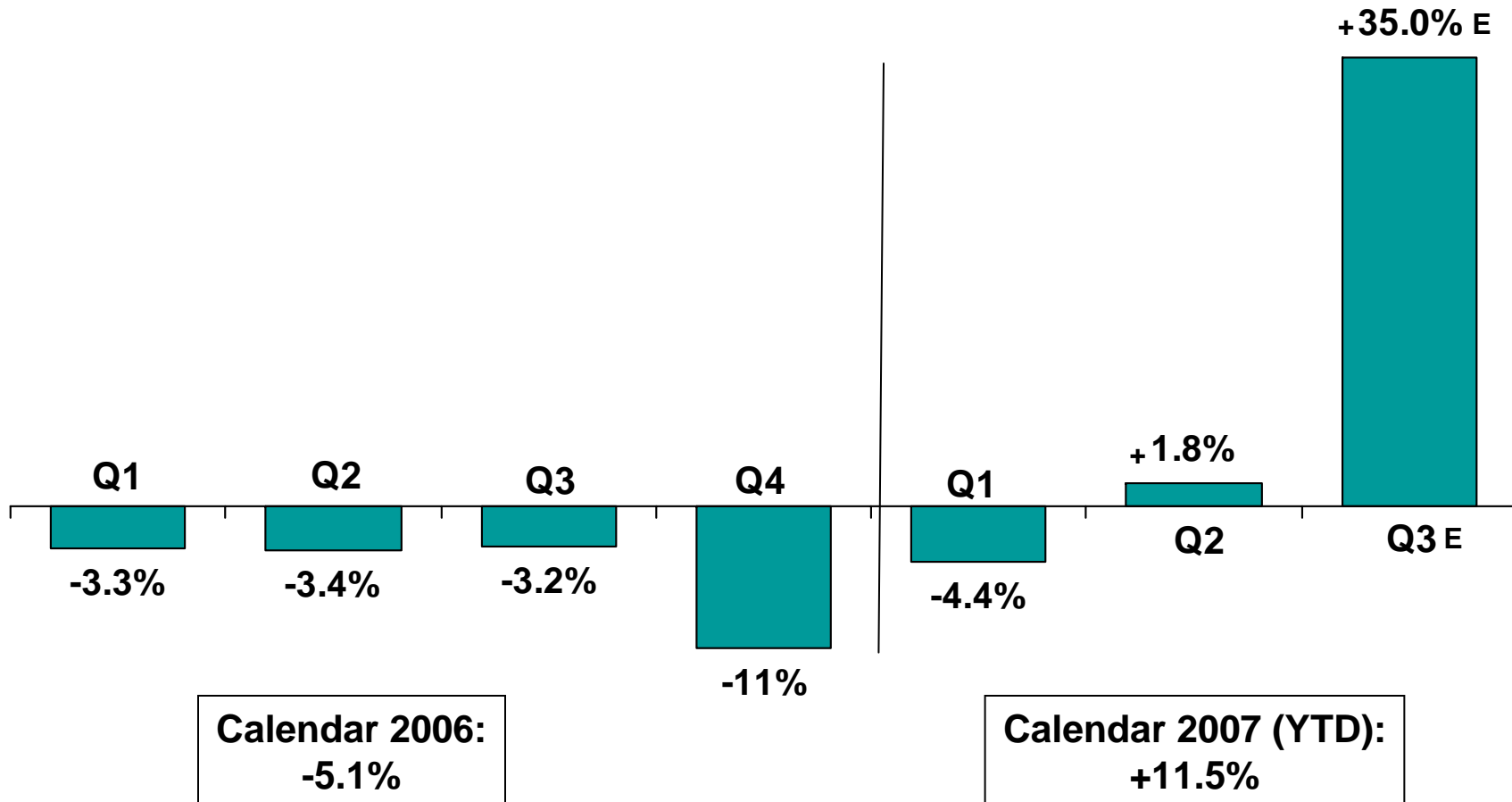
## *Parents*

- New sales leadership
- Circulation initiatives
- Enhanced brand marketing
  - Parents.com
  - Parents.tv
  - Product licensing



# Enhance Vibrancy of Brands

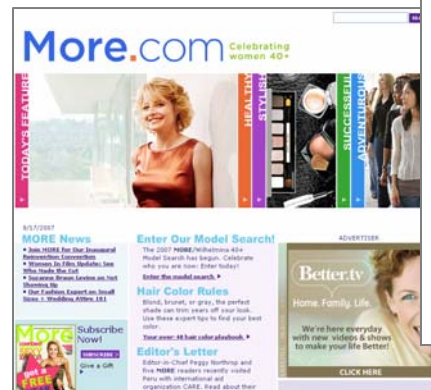
## *Parents Advertising Revenues*



# Enhance Vibrancy of Brands

## More

- Outstanding creative and advertising leadership
- Rate base increases
- Web site development
- Social networking
  - More Model Search
  - More Marathon
  - Online

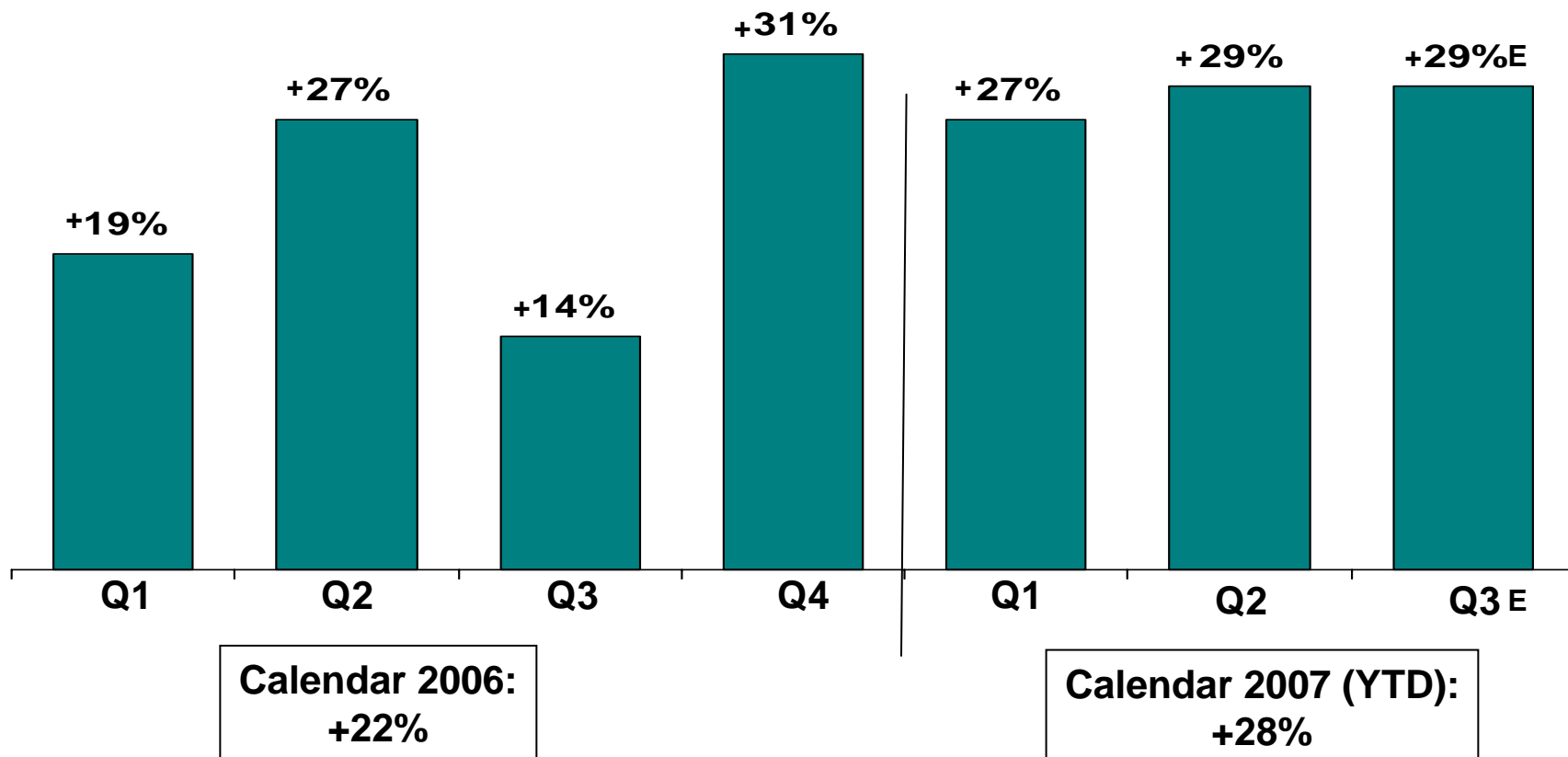


AdvertisingAge.

2006 Magazine of the Year

# Enhance Vibrancy of Brands

## More Advertising Revenues



# Strengthening Sales Performance

## Advertising Revenues: Calendar Year-to-Date

**BHG**

**Family Circle**

**Parents**

**More**

**TOTAL GROUP**

January - September 2006	January - September 2007
(-7%)	+8.5%
0%	+16%
(-8%)	+11.5%
+22%	+28%
0%	+8%



# Strengthening Sales Performance

- Expanded corporate sales group
- Aggregated sales and marketing creative resources
- Created Meredith 360°



# Strengthening Sales Performance

## Meredith 360° Case Study - GE Lighting



Custom video content  
High impact inserts  
Rich media  
P-O-P displays  
On-pack promotion

Experiential  
Purchase Incentive  
Hand-raising effort  
Film production  
Custom research



# Publishing Growth Strategies

- Grow magazine business
  - Enhance vibrancy of brands
  - Build on strengthening sales performance
- Expand and integrate custom marketing business
- Expand online and video platforms





**Meredith Integrated Marketing**  
**Wendy Riches**  
**Executive Vice President**

**September 6, 2007 – New York**

# Meredith Integrated Marketing

- Strong heritage of custom publishing
- Deep breadth of services
- Transformative growth underway
- Not dependent on advertising





# Strong Heritage of Custom Communications

## Kraft Food & Family

- Term: 3 years
- Custom magazine
  - 5 times a year
  - 10 million circulation
  - Multiple versions
- Email content





# Deep Breadth of Services: Nestlé



# Transforming Meredith Integrated Marketing

## **CUSTOM PUBLISHER**

Brand Messaging

Awareness/Imagery/  
Propensity to purchase

Responsive/Executional

Ink-on-paper/magazine

Turn-key, flat fee solutions

**Vendors**



## **RELATIONSHIP MARKETER**

Brand Marketing

Calls to action;  
Purchase triggers

Proactive/Strategic

Discipline-neutral (mail;  
e-marketing; magazines)

Fees, based on blended rates

**Partners**

# Transforming Meredith Integrated Marketing

O'GRADY \ MEYERS  
INTERACTIVE AGENCY

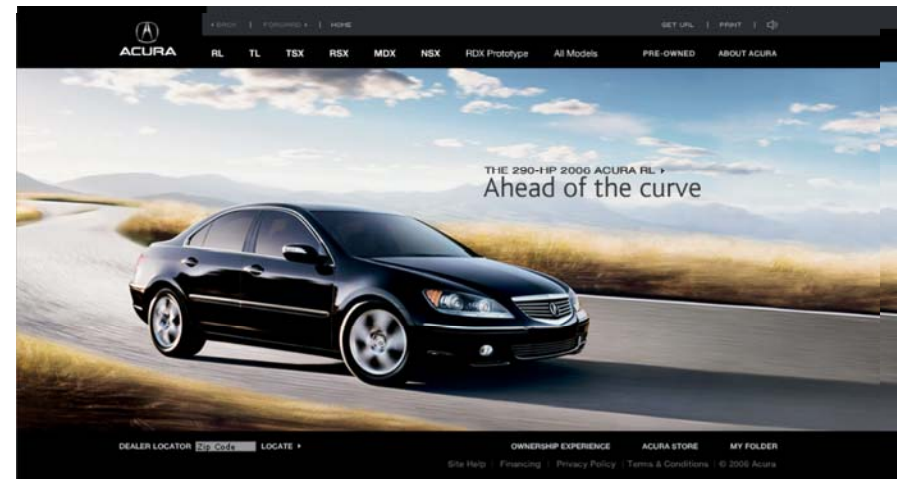
- Acquired in April, 2006
- 60 employees
- Interactive AoR for Nestlé USA
- Expertise includes:
  - CRM strategy online
  - E-branding
  - Web site design and build
- Strength in packaged goods



# Transforming Meredith Integrated Marketing



- Acquired in January, 2007
- 120 employees
- Expertise includes
  - User experience
  - Web site architecture
  - Online application development
  - Leading edge visual design
- Strength in financial services, auto



# Transforming Meredith Integrated Marketing



- Acquired in January, 2007
- 70 employees
- Expertise:
  - Word-of-mouth campaigns
  - Online brand promotion and protection
  - Viral marketing



# The “New” Meredith Integrated Marketing

## MIM (pre-OGM)

Custom Publishing — Content and Editorial Expertise



## OGM

E-CRM Strategy — Web site design and build — E-Branding



## Genex

Web site architecture — Application development — Leading edge visual design



## NMS

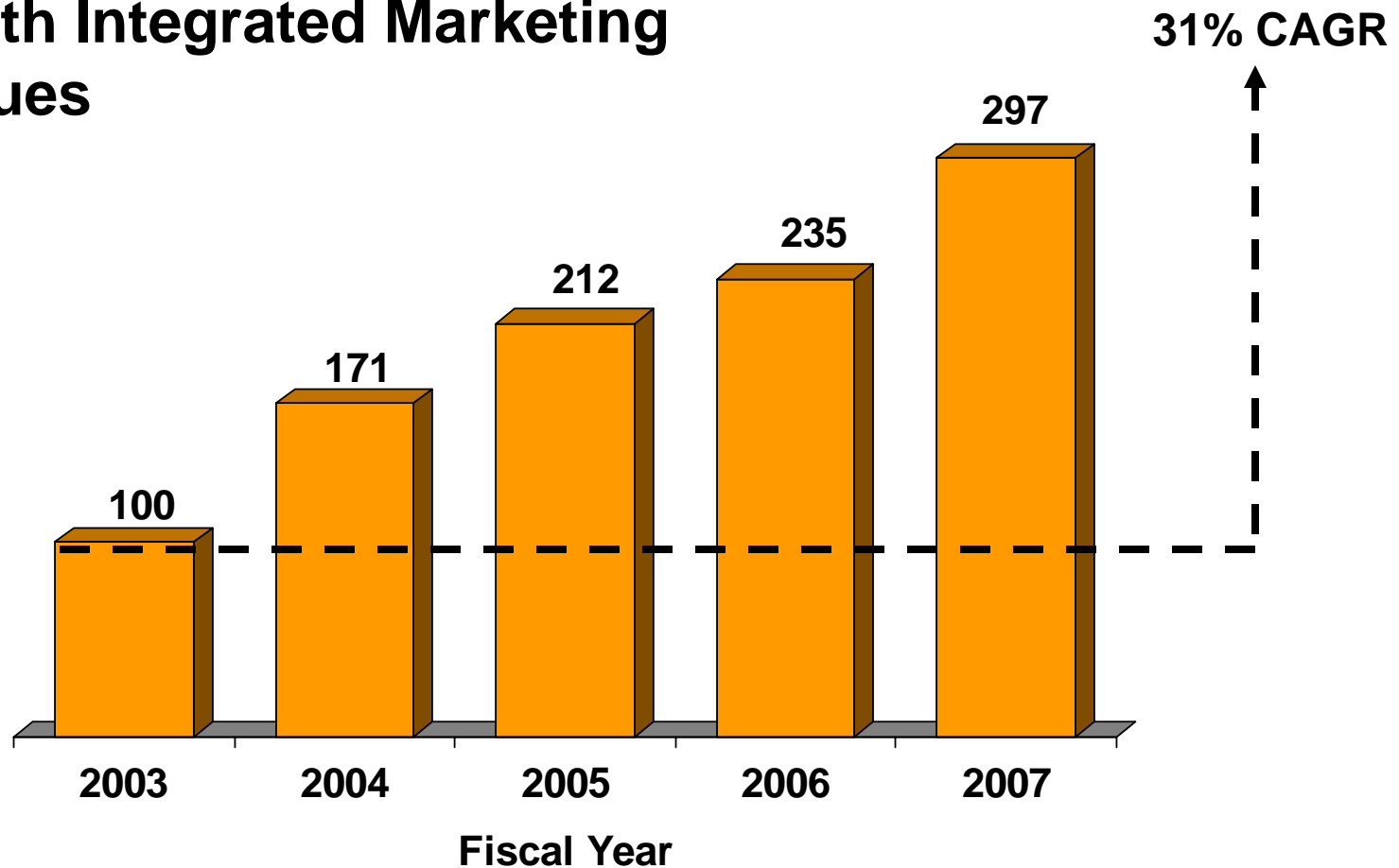
WOM — Viral — Online Research — Consumer Monitoring





# Significant Non-Advertising Revenue Growth

## Meredith Integrated Marketing Revenues



Indexed to 2003

# Meredith Integrated Marketing

- Strong heritage of custom publishing
- Deep breadth of services
- Transformative growth underway
- Not dependent on advertising





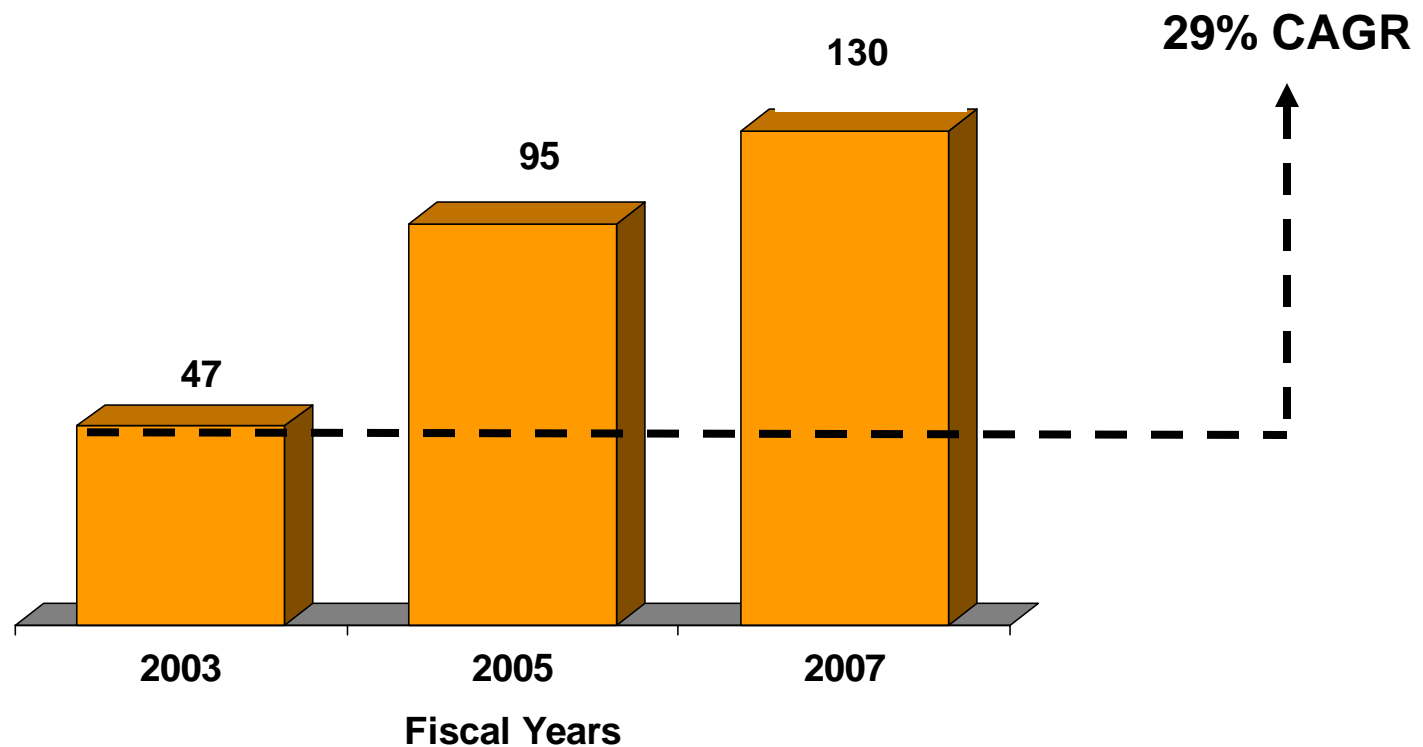
# Meredith

**Meredith Interactive Media**  
**Lauren Wiener**  
**Vice President**

**September 6, 2007 – New York**

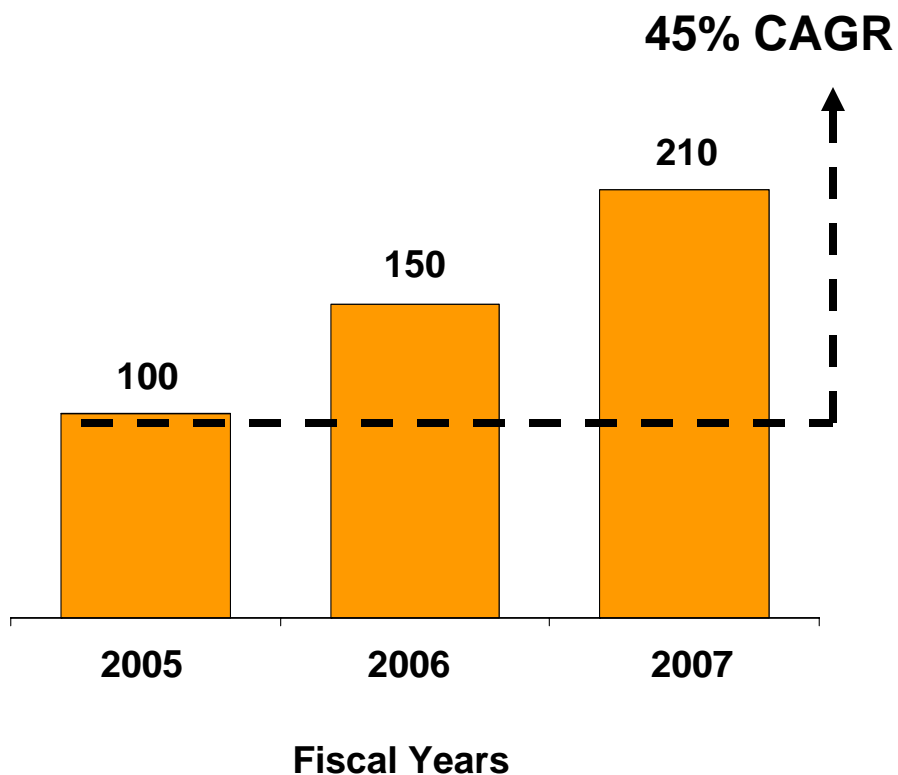
# Increase Traffic and Loyalty

## Publishing Internet Page Views

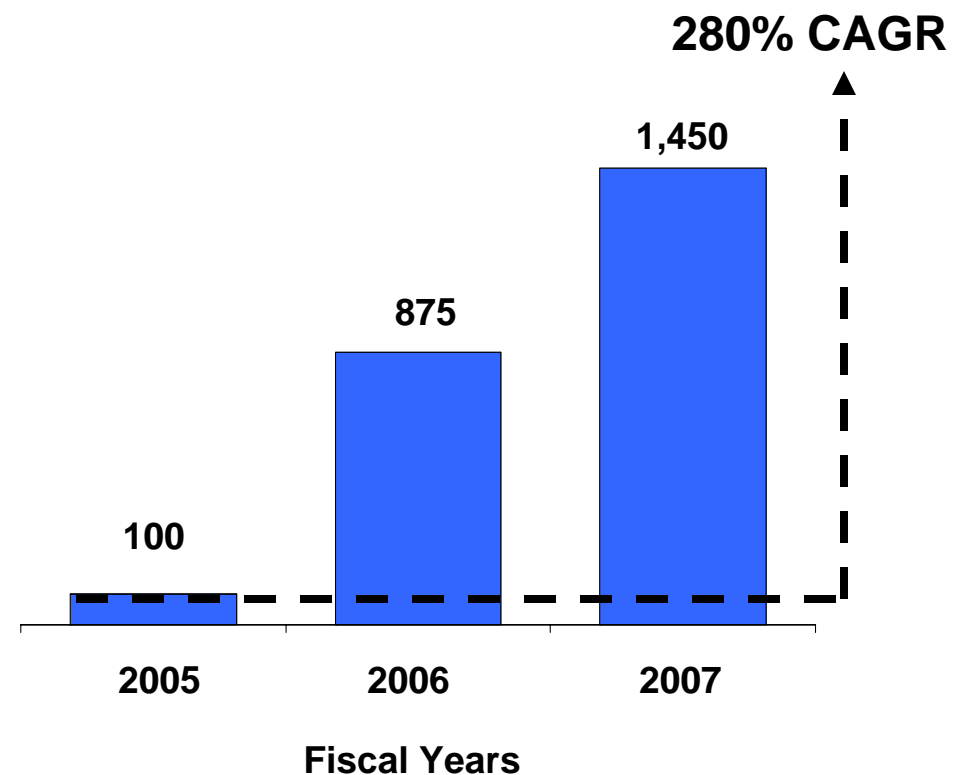


# Continue Aggressive Revenue & Profit Growth

## Revenue

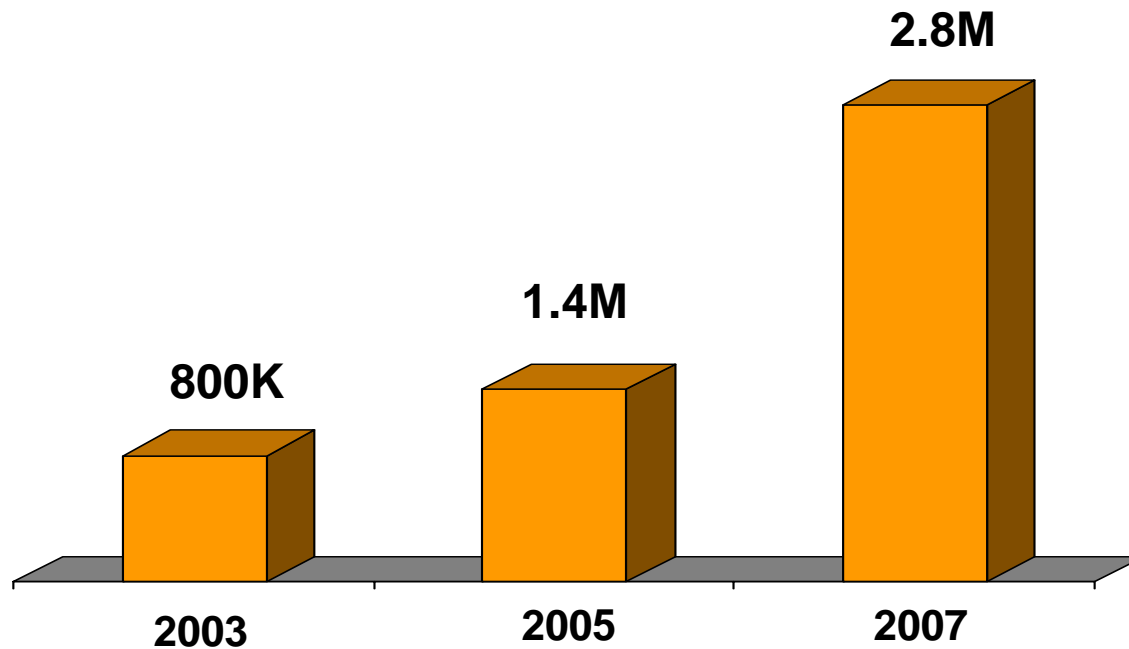


## Operating Profit



# Continue Aggressive Revenue & Profit Growth

## Internet-Sourced Subscriptions

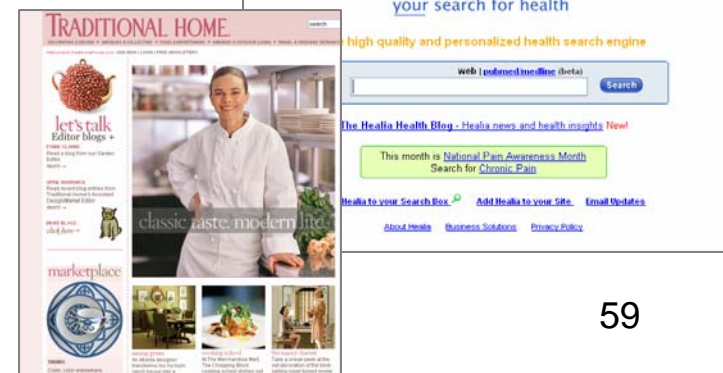
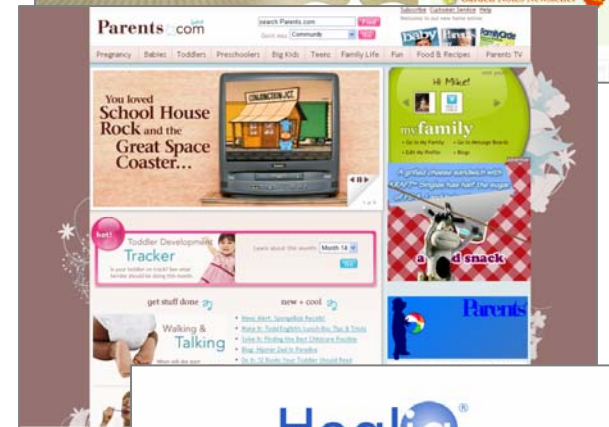




# Expand Online and Video Platforms

## Growth Initiatives

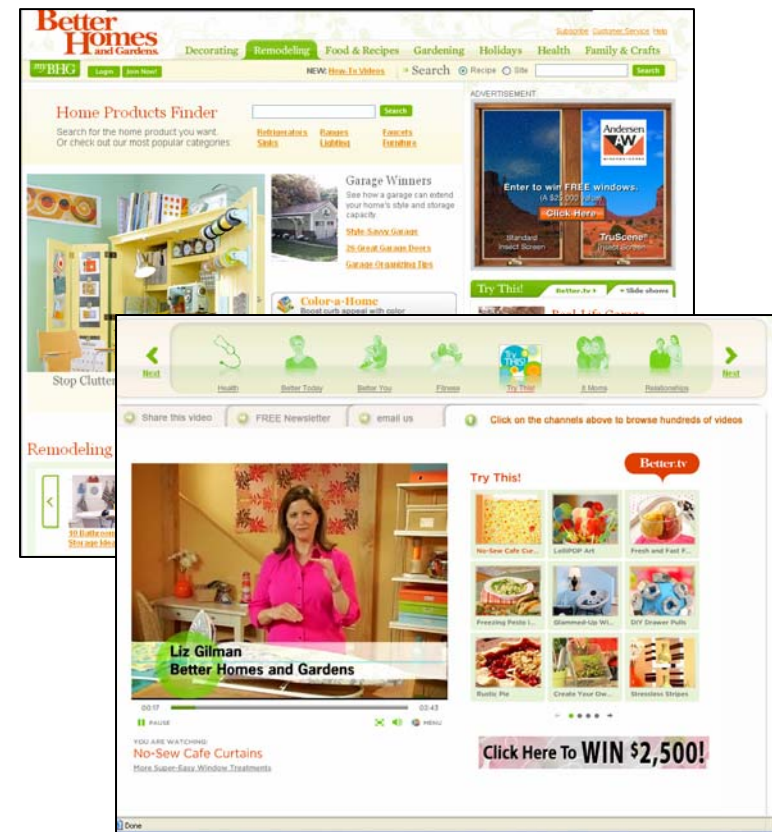
- Strengthen position in core categories
- Expand into complementary categories
- Increase traffic and loyalty
- Aggressively grow revenue and profit



# Strengthen Position in Core Categories

## Relaunch Flagship Site: *BHG.com*

- **Action Taken**
  - New tools and guides
  - Video library
  - 10 editor blogs, updated daily
- **Redesign Results**
  - Page views up 15 percent to 75 million
  - Time spent per visitor up 12 percent
  - Video streams up from 25k to 650k
  - Advertising revenues up 50 percent



# Strengthen Position in Core Categories

## Create Parenthood portal

- Combines *American Baby*, *Parents*, *Child* and *Family Circle* brands
- Brand positioning: From crib to college, more parents more solutions
- Personalization capabilities
- Strong community tools
- Broadband home for *Parents.tv*



# Expand into Complementary Categories

## Health & Well-Being: Healia

- Consumer search engine
- Focused on health
- Unique technology
- Strong strategic fit
  - Fast-growing category
  - Web under-utilized by advertisers

Healia®

Healia® BETA  
your search for health

The high quality and personalized health search engine

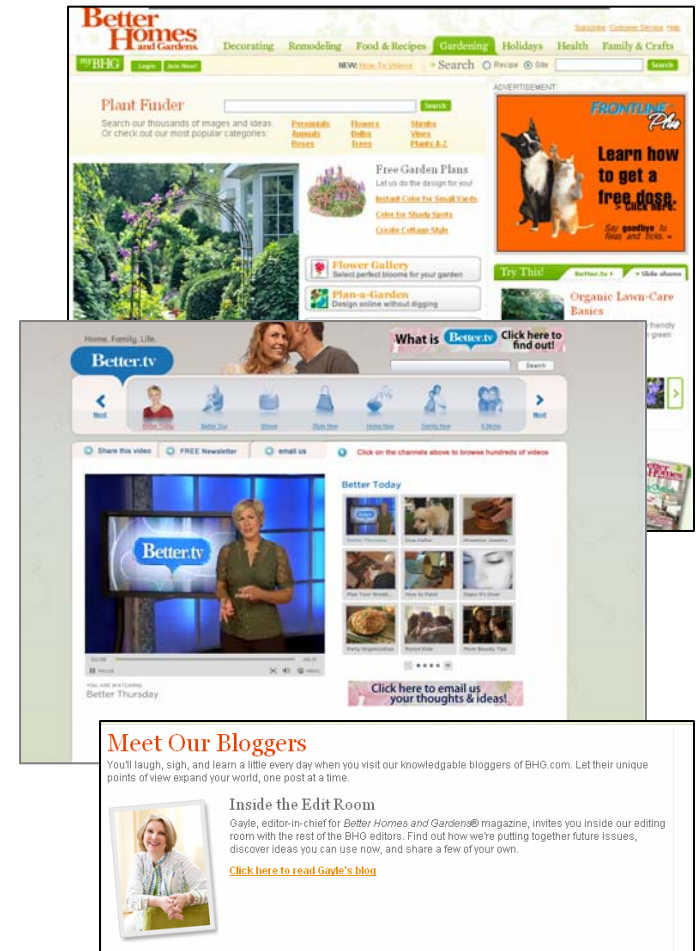
This week is National Men's Health Week  
Search for Men's Health

The screenshot shows the Healia search engine interface. At the top, there's a search bar with the text 'diabetes' and a 'Search' button. Below the search bar, there's a navigation bar with links like 'Make Healia your Homepage', 'Add to Favorites', 'Add Healia to your Site', and 'Email Updates'. The main content area displays search results for 'diabetes', including a list of links to various resources like the American Diabetes Association, National Diabetes Information Clearinghouse, and Diabetes.org. On the left side, there's a sidebar with filters for 'Professionals', 'Females', 'Males', 'Kids', 'Teens', 'Seniors', 'African Heritage', 'Asian Heritage', 'Hispanic Heritage', 'Native Peoples', 'Basic Reading', 'Advanced Reading', 'Web-site Sites', 'WAC Accredited', 'Privacy Policy', 'Easy to Scan', 'Fast Loading', 'For Text Browsers', and 'Interactive Tools'. On the right side, there's a 'Sponsored Links' section with advertisements for 'Diabetes Breakthrough', 'Eat Right with Diabetes', 'I Had High Blood Pressure', 'Avoid the Nursing Home', 'Diabetes Online Store', 'women'shealth.gov', and 'The Federal Source for Women's Health Information'.

# Expand Online and Video Platforms

## Growth Initiatives

- Strengthen position in core categories
- Expand into complementary categories
- Increase traffic and loyalty
- Aggressively grow revenue and profit







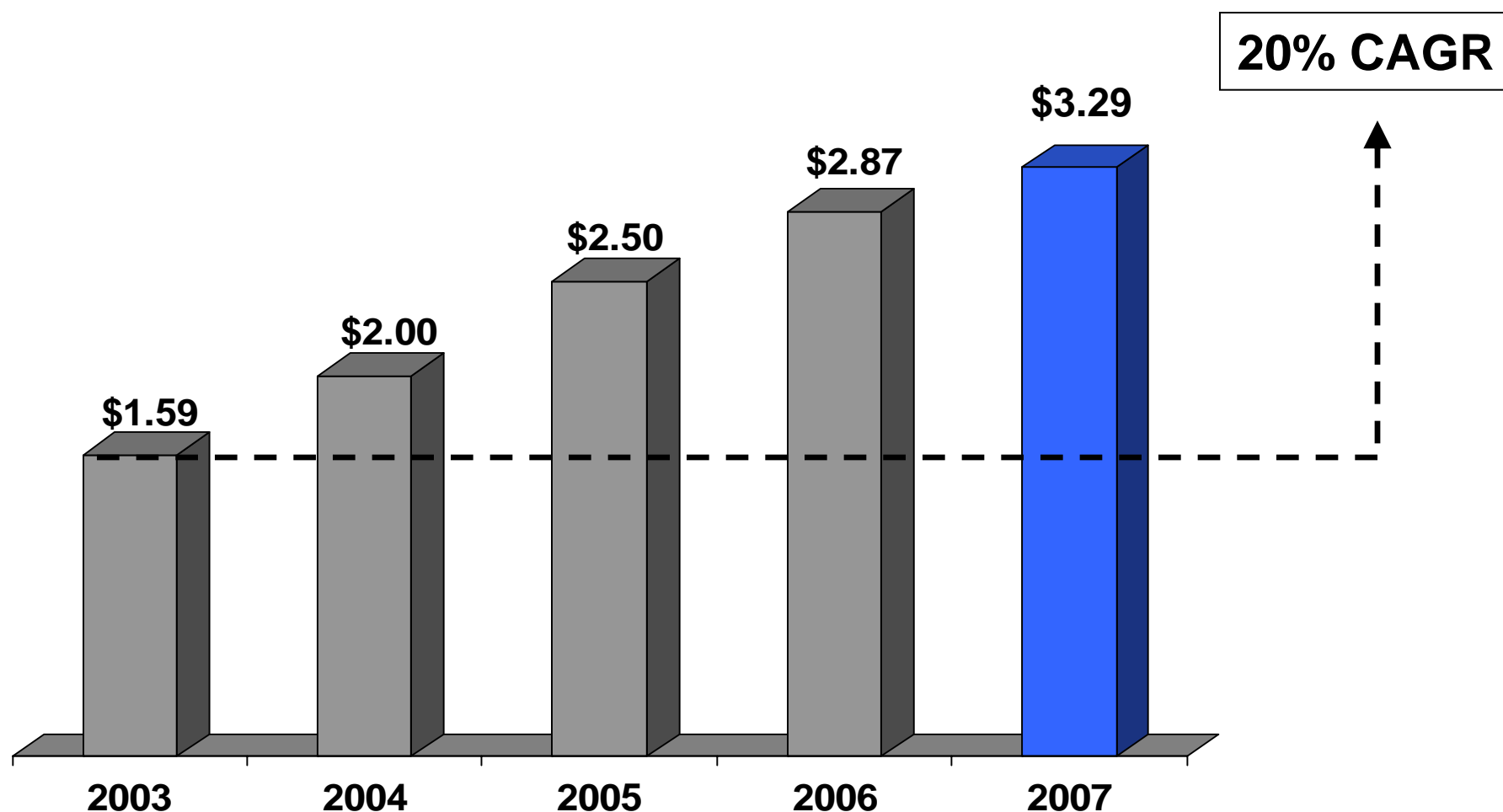
# Meredith

**Financial Update**  
**Suku Radia**  
**Chief Financial Officer**

**September 6, 2007 – New York**



# Outstanding EPS Growth



Fiscal 2003-2006 - Diluted EPS from continuing operations before cumulative effect of changes in accounting principles  
Fiscal 2007 - Diluted core earnings per share

# Strong Cash Flow

## Fiscal 1998 through Fiscal 2007

Free Cash Flow	\$1,100*
Net Debt	500
Deferred Taxes	200
Stock Option Exercises	200
<b>Available Cash</b>	<b><u>\$2,000</u></b>
Acquisitions, Net of Dispositions	\$1,200
Share Repurchases	600
Dividends	200
<b>Utilization of Cash</b>	<b><u>\$2,000</u></b>

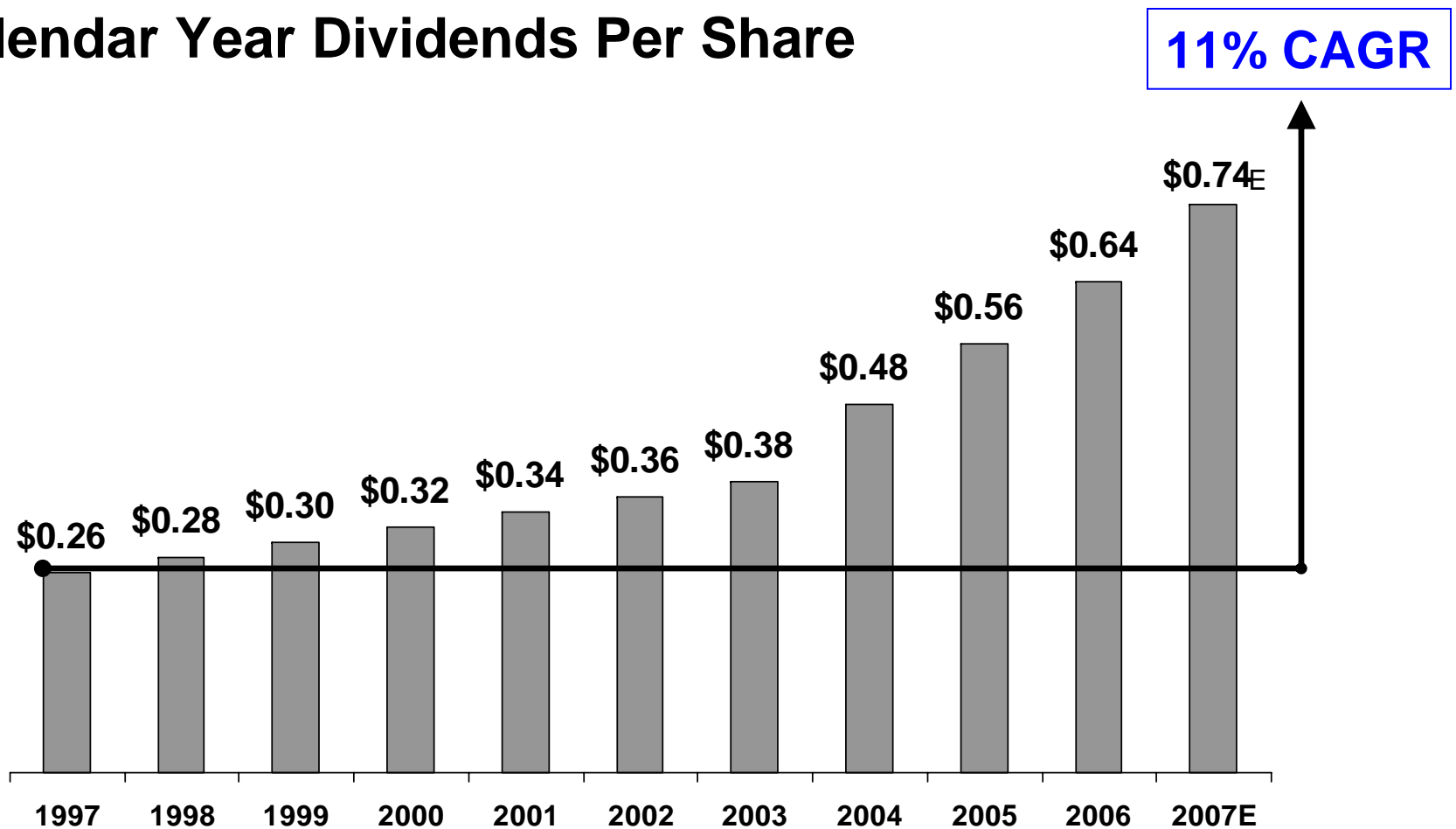
\*Defined as net earnings plus depreciation and amortization less capital expenditures excluding special items  
\$ in millions

# Current Debt Structure

- \$460 million total debt
- 5.0% cost of debt
- 1.3x debt to EBITDA
- 3.75x maximum debt to EBITDA

# Return Capital to Shareholders

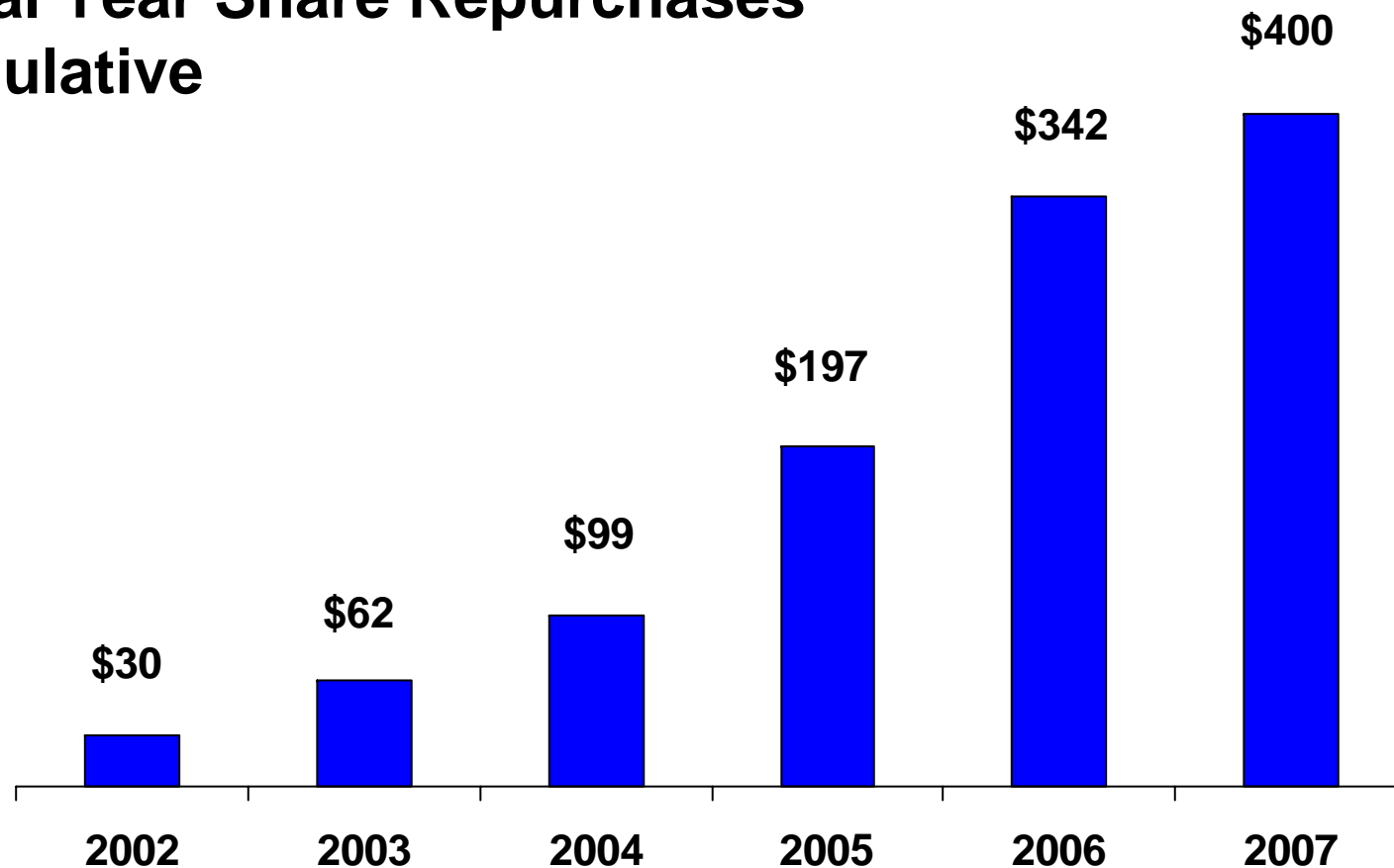
## Calendar Year Dividends Per Share



E = Estimated

# Return Capital to Shareholders

## Fiscal Year Share Repurchases Cumulative



\$ in millions



# Fiscal 2008 Outlook

## September 2007

- Publishing advertising revenue Up  
Low double digits
- Broadcast pacings Down  
Mid-to-high single digits
- Q1 Fiscal 2008 earnings per share \$0.67
- Fiscal 2008 earnings per share \$3.50-\$3.55

# Summary: Growth Strategies

- Maximize margin opportunity in Broadcasting
- Strengthen and grow Publishing business and brands
- Integrate and expand custom marketing businesses
- Expand online and video platforms



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