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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**  
**Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934**

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Date of Report (Date of earliest event reported): **March 12, 2015**

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**MEREDITH CORPORATION**

(Exact name of registrant as specified in its charter)

**IOWA**

(State or other jurisdiction of  
incorporation or organization)

**1-5128**

(Commission file number)

**42-0410230**

(I.R.S. Employer Identification No.)

**1716 Locust Street, Des Moines, Iowa**

(Address of principal executive offices)

**50309-3023**

(Zip Code)

**(515) 284-3000**

(Registrant's telephone number,  
including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01 Regulation FD Disclosure**

Meredith Corporation (the Company) presented at its Digital and Allrecipes Day on March 12, 2015. Chief Executive Officer Stephen M. Lacy, Meredith Digital President Jon Werther, and Allrecipes President Stan Pavlovsky discussed Company developments and responded to questions. The slide presentation is attached as an exhibit.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

99 Slide presentation at Meredith's Digital and Allrecipes Day on March 12, 2015.

## **SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

MEREDITH CORPORATION  
Registrant

/s/ Joseph Ceryanec

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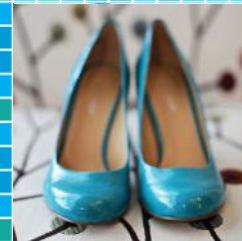
Joseph Ceryanec  
Vice President - Chief Financial Officer  
(Principal Financial and Accounting Officer)

Date: March 13, 2015

### **Index to Exhibits**

Exhibit Number	Item
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99	Slide presentation at Meredith's Digital and Allrecipes Day on March 12, 2015.
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Meredith Digital and Allrecipes March 12, 2015



# 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 and its operations. Statements in this presentation that are forward-looking include, but are not limited to, the statements regarding advertising revenues and investment spending, along with the Company's revenue and earnings per share outlook.

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 or vendors; the integration of acquired businesses; changes in consumer reading, purchasing and/or television viewing patterns; increases in paper, postage, printing, syndicated programming or other costs; changes in television network affiliation agreements; technological developments affecting products or methods of distribution; changes in government regulations affecting the Company's industries; increases 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.



# Today's Agenda

- ❖ Meredith Vision
- ❖ National Media Group Digital Strategies
- ❖ Allrecipes.Next
- ❖ Total Shareholder Return



# Meredith at a Glance

**National Media**  
Revenue: \$1B  
EBITDA: \$150M

Better  
Homes  
and Gardens

MARTHA  
LIVING STEWART

FamilyCircle

allrecipes.com

EVERYDAY  
WITH RACHAEL RAY

mxm

Parents

SHAPE

american  
baby

**Local Media**  
Revenue: \$550M  
EBITDA: \$200M

Atlanta  
cbsatlanta.com

4  
KMOV

EYEWITNESS  
NEWS 3  
WFSB-TV/DT Hartford New Haven

FOX 12  
OREGON  
KPTV - PORTLAND

FOX  
CAROLINA  
www.foxcarolina.com

WORKING 4 YOU  
WISN-TV/DT Madison E

FOX 5  
KVVU-TV  
Henderson - Las Vegas

3

5  
CBS 5A2.com

FOX  
news

meredith

Figures represent consensus estimates for Fiscal 2015



# National Media Group Footprint

The largest female audience across every life stage and platform



YOUNG WOMEN

NEW NESTERS

YOUNG FAMILIES

ESTABLISHED FAMILIES

WOMEN OF WORTH

# Our Brands Speak to Her About What Matters Most

Seasons and styles change but women's priorities remain the same

HER HOME



HER FAMILY



HERSELF





# Recent Strategic Accomplishments

## National Media

- ❖ Rapid growth in digital, mobile, video and social platforms
- ❖ Acquired Selectable Media digital ad technology platform
- ❖ Added Shape and Martha Stewart properties to portfolio
- ❖ Established presence in the wedding marketplace
- ❖ Strong performance from brand licensing and marketing services activities



# Local Media Group Footprint



# Recent Strategic Accomplishments

## Local Media

- ❖ Added strong stations to group; created 2 duopolies
- ❖ Record revenue and EBITDA performance
- ❖ Stronger-than-expected political advertising revenue
- ❖ Increased retransmission revenue and contribution
- ❖ Expanded digital and mobile businesses



# Recent Strategic Accomplishments

## Corporate

- ❖ Grew dividend for 22<sup>st</sup> straight year; Yielding 3-4 percent
- ❖ Authorized \$100 million for share repurchases
- ❖ Invested more than \$500 million in acquisitions
- ❖ Fixed more than half of debt at low rate
- ❖ Successful execution of Total Shareholder Return Strategy



# Vision for Meredith

## National Media Group

- ❖ **Leadership** in the **creation** and **distribution** of relevant, original, **multi-platform content**
- ❖ Expanded **food, parenting, home and health** franchises
- ❖ **Digital business of scale** with 100 million monthly unique visitors
- ❖ Enhanced **profit contribution** from our **circulation** and **advertising pricing** activities
- ❖ Meaningful **expansion** of our **brand licensing** business
- ❖ Top **marketing services** provider with leading expertise in **content marketing**

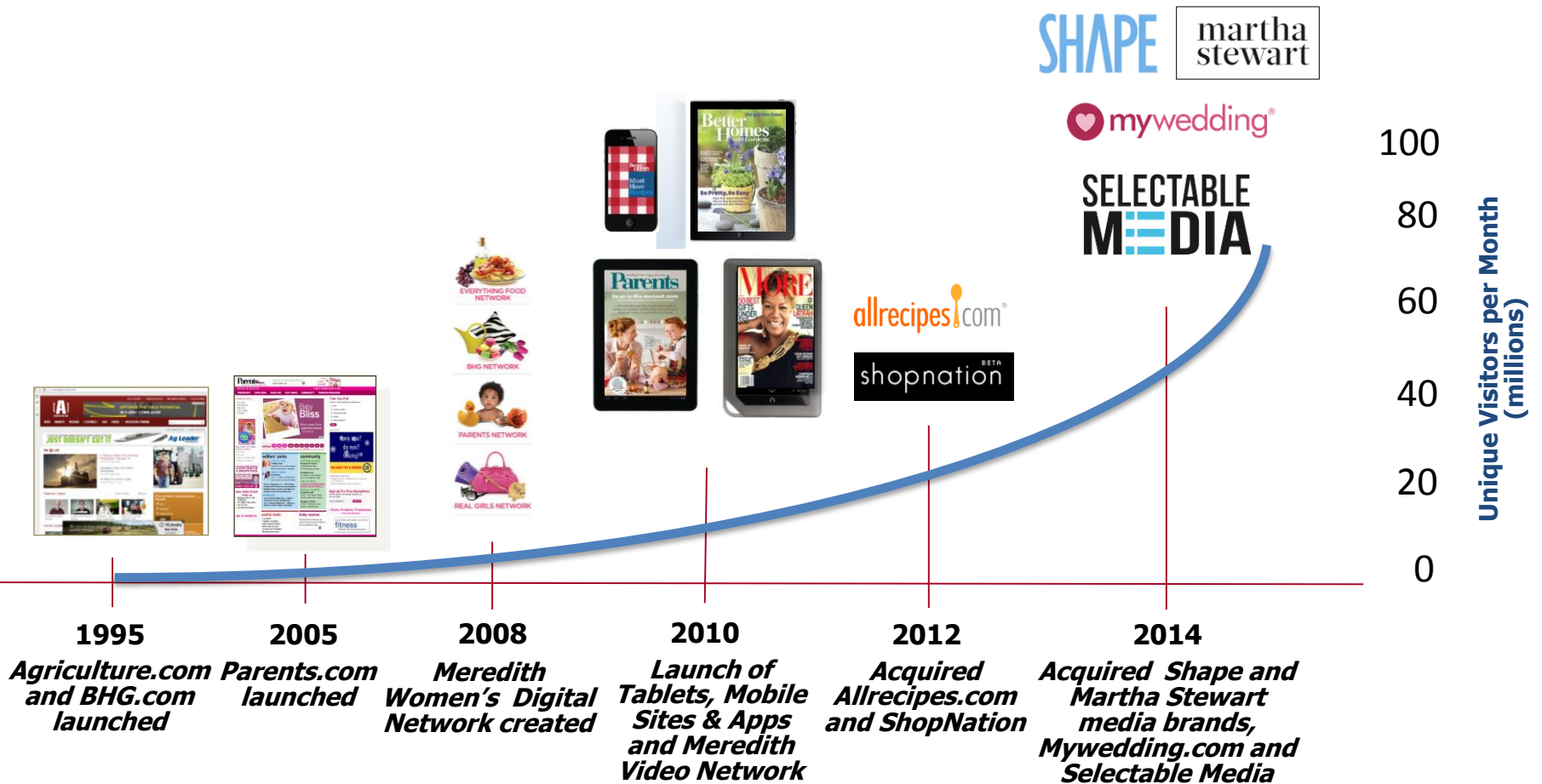
## Local Media Group

- ❖ Expanded **portfolio** of profitable **local television** stations
- ❖ **#1 or #2 rated stations** in markets that exceed nationwide growth statistics
- ❖ Maintained level of net **retransmission contribution**
- ❖ Scaled **mobile** and **online** platforms



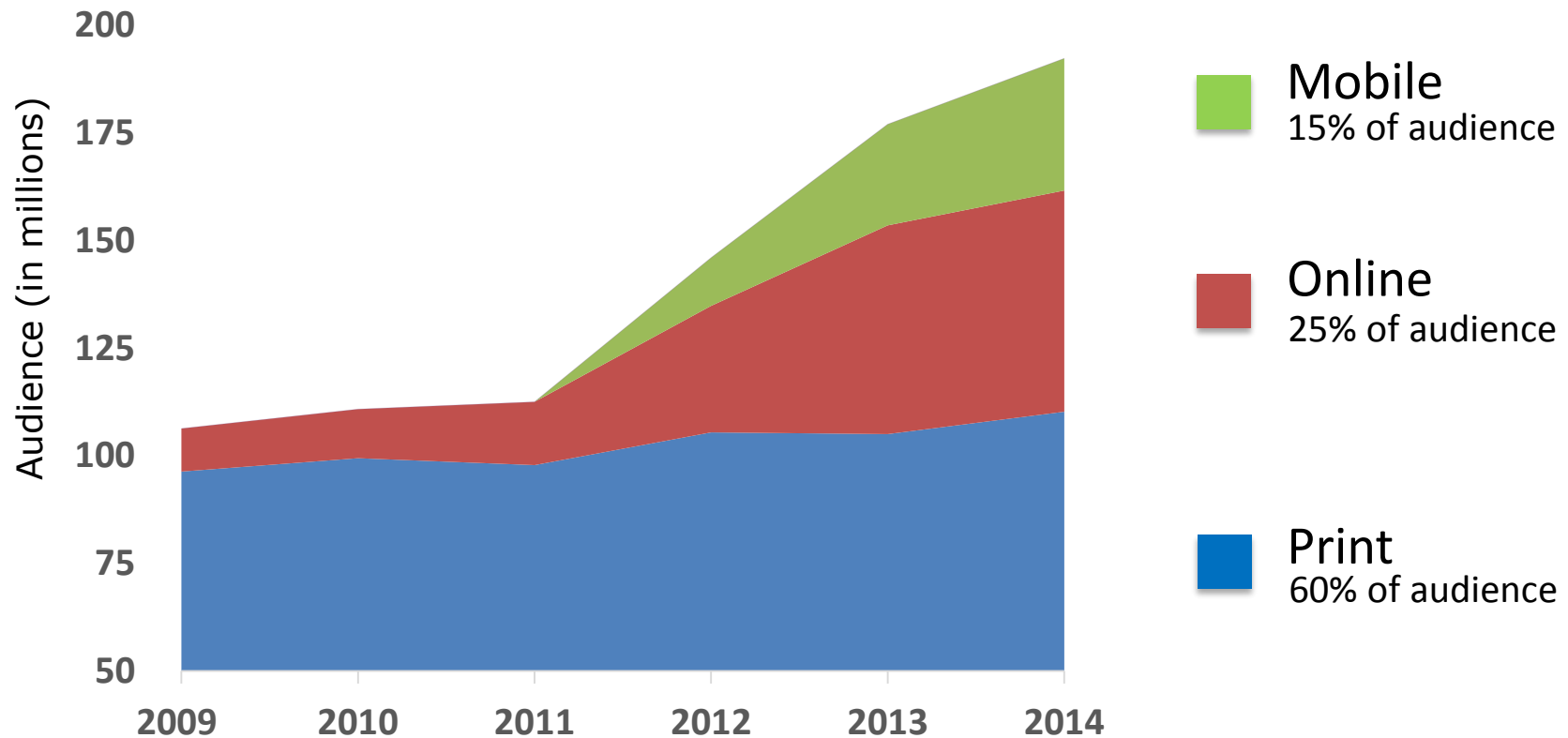


# Two Decades of Meredith Digital



# Continued Audience Growth and Engagement

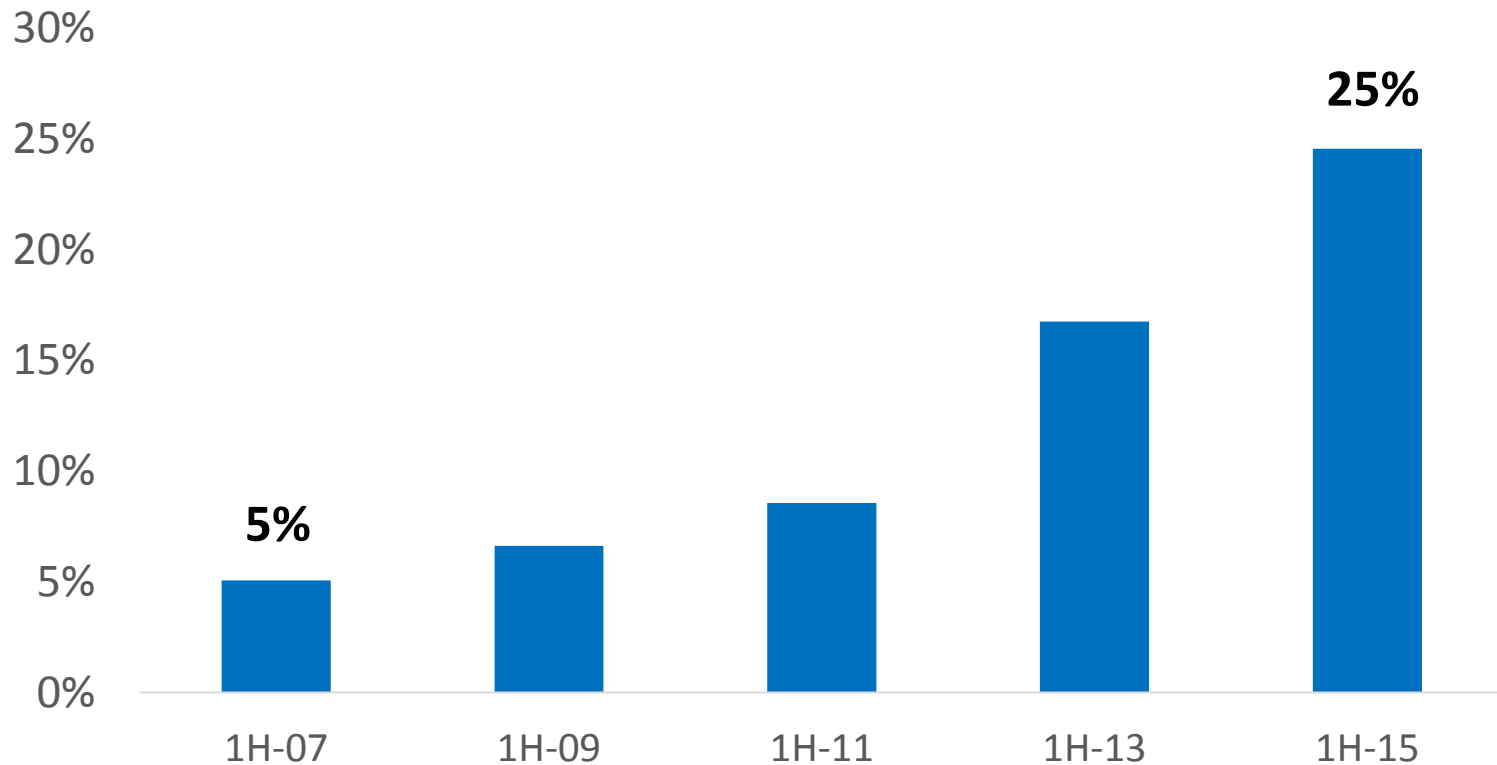
Digital is adding to our total audience, and is not cannibalizing print



Source: MRI and ComScore



# Digital Advertising Revenue Growing as Percent of Total



# Today's Agenda

## ❖ Meredith Overview

### ❖ National Media Group Digital Strategies

- ❖ Develop best-in-class branded content and products
- ❖ Increase audience engagement across platforms
- ❖ Leverage data to improve ROI and consumer experience
- ❖ Strengthen advertising pricing and revenue mix
- ❖ Grow consumer revenue through pricing and bundling

## ❖ Allrecipes.Next

## ❖ Total Shareholder Return

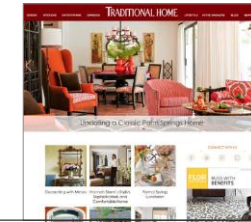
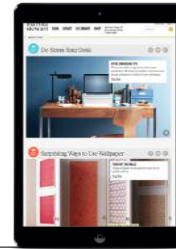
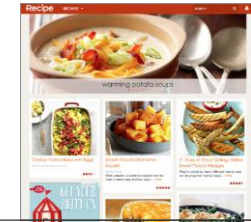


# Digital Growth Strategies

- ❖ Develop best-in-class branded content and products
- ❖ Increase audience engagement across platforms
- ❖ Leverage data to improve ROI and consumer experience
- ❖ Strengthen advertising pricing and revenue mix
- ❖ Grow consumer revenue through pricing and bundling



# The Meredith Women's Network



# Meredith: Top 30 Digital Presence

	Company	Population (millions)
1.	Google	237
2.	Yahoo!	217
3.	Facebook	204
4.	AOL	197
5.	Amazon	175
6.	Microsoft	168
7.	Mode Media	138
8.	CBS Interactive	136
9.	Comcast	135
10.	Apple	133
11.	Turner Digital	115
12.	eBay	114
13.	Gannett	106
14.	Wikimedia	106
15.	Time	93

	Company	Population (millions)
16.	LinkedIn	90
17.	Wal-Mart	89
18.	ESPN	89
19.	Twitter	87
20.	Pandora	84
21.	Weather Company	83
22.	About	81
23.	Hearst	80
24.	Yelp	76
25.	Buzzfeed	76
26.	Conde Nast	75
27.	Meredith	71
28.	Pinterest	70
29.	Answers.com	70
30.	WebMD	69

Source: comScore monthly unique visitors Oct.-Dec. 2014

Represents Meredith's owned and operated properties, and does not reflect Meredith's extended media network.



# Highly Engaged Audiences Across Platforms



# Our Brands Resonate Across Generations

Meredith Reaches 60 Percent of Millennial Women

## MILLENNIALS

1979-1995

60%

## GEN X

1965-1978

67%

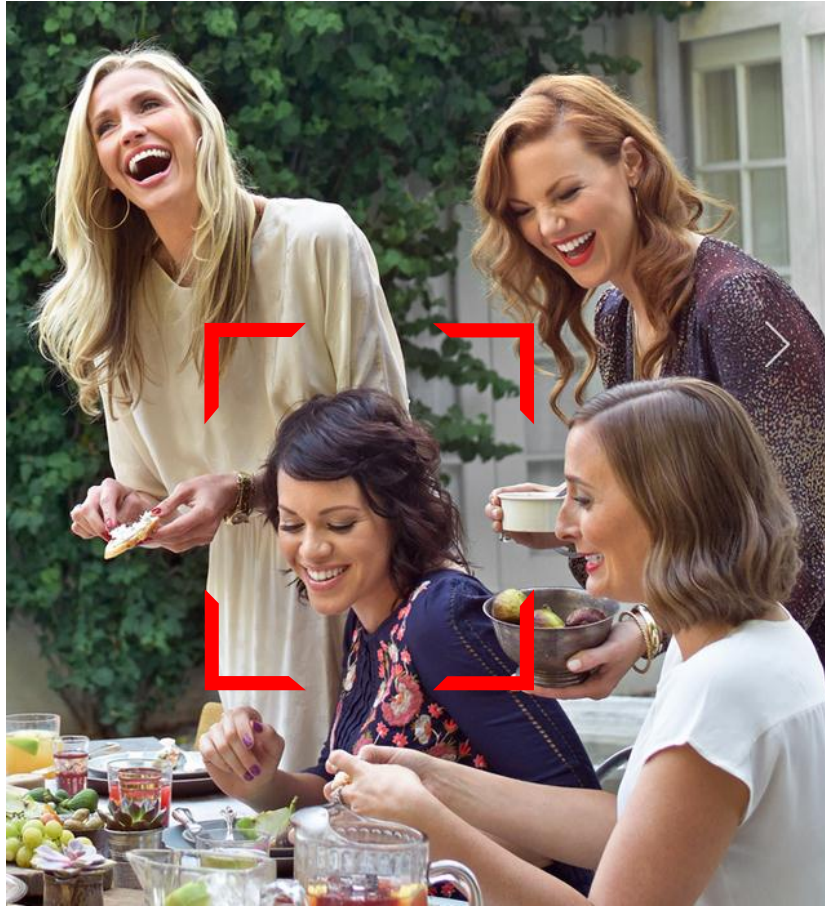
## BABY BOOMERS

1946-1964

73%



# First Party Data, Insights and Analytics are our Differentiators



- **We focus on women at scale:**
  - 100 million consumers
  - 70 million unique visitors
- **1st party data is based on direct behavioral engagement**
- **We operate across platforms**
- **Data is our DNA**
  - Team of 45 data analysts
  - Identify trends and consumer intent
  - Used to find, inform and reach consumers throughout purchase path

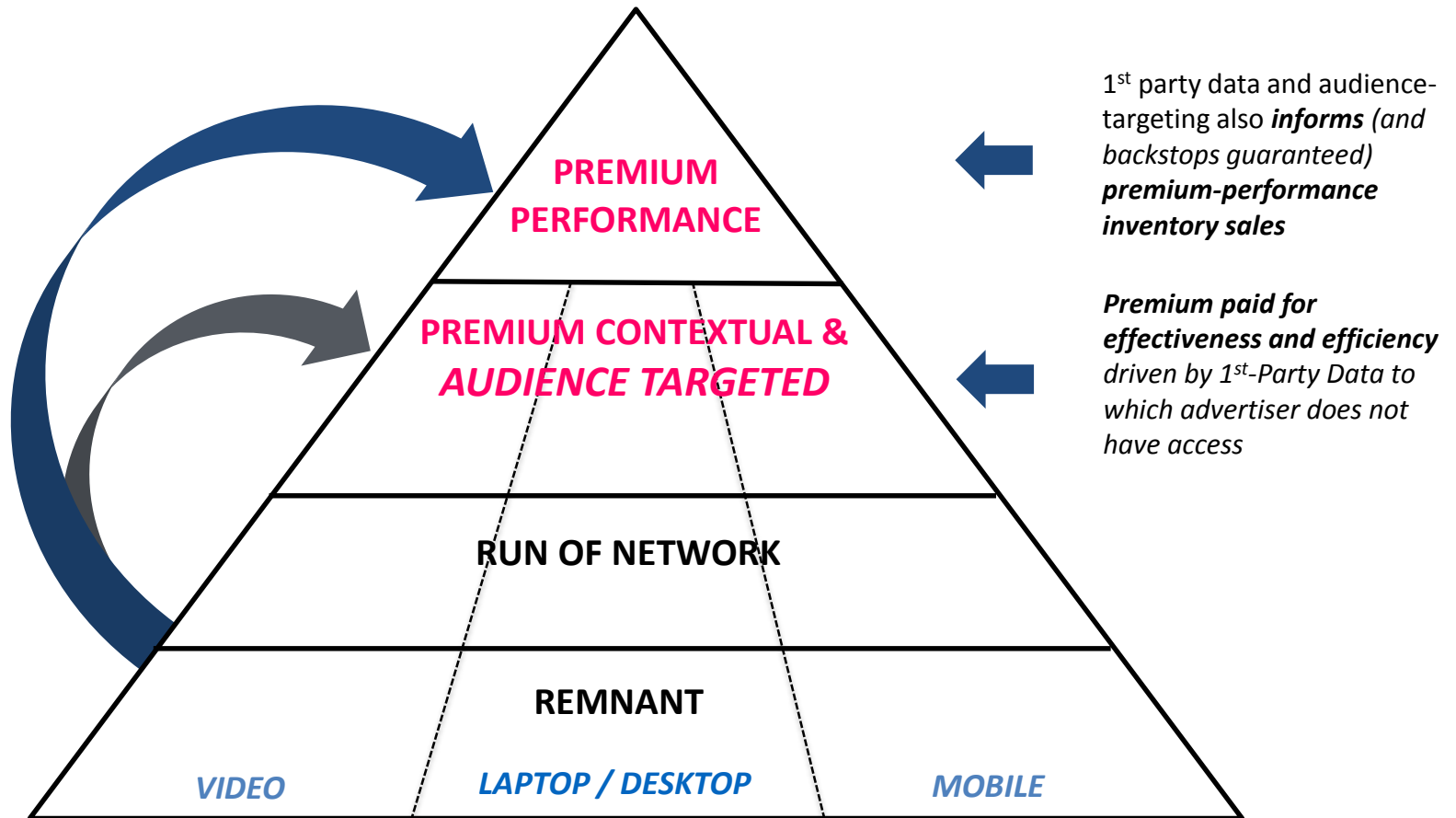


# First Party Data, Insights and Analytics are our Differentiators



# We Also Use This Data to Improve Advertising ROI

**1<sup>st</sup>-Party Data-driven segmentation** converts Run Of Network and Remnant inventory into premium-priced, **audience-targeted inventory**



# Our Recent Portfolio Additions Support Our Strategy

## SHAPE

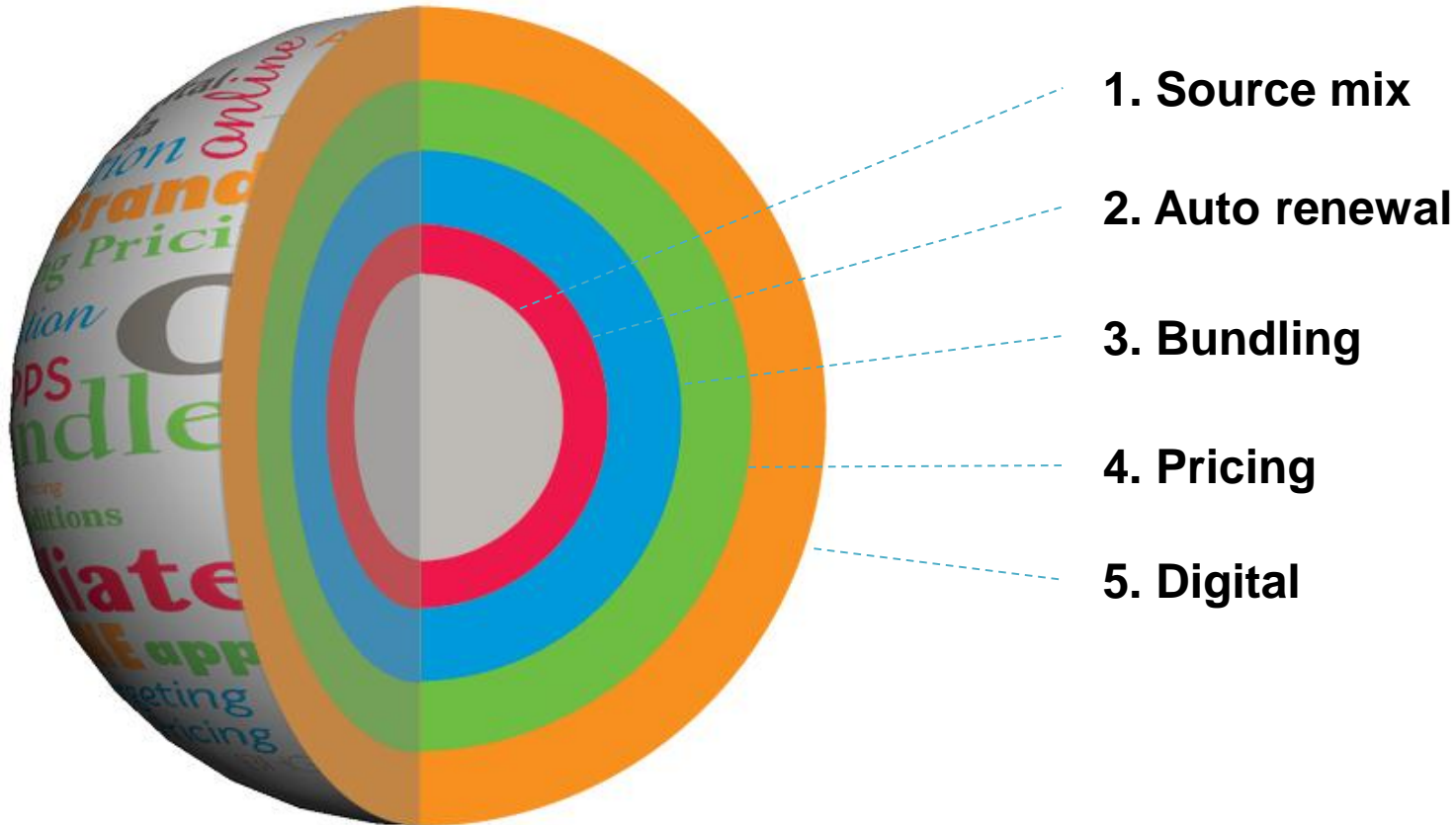


mywedding®

selectable  
media

 meredith

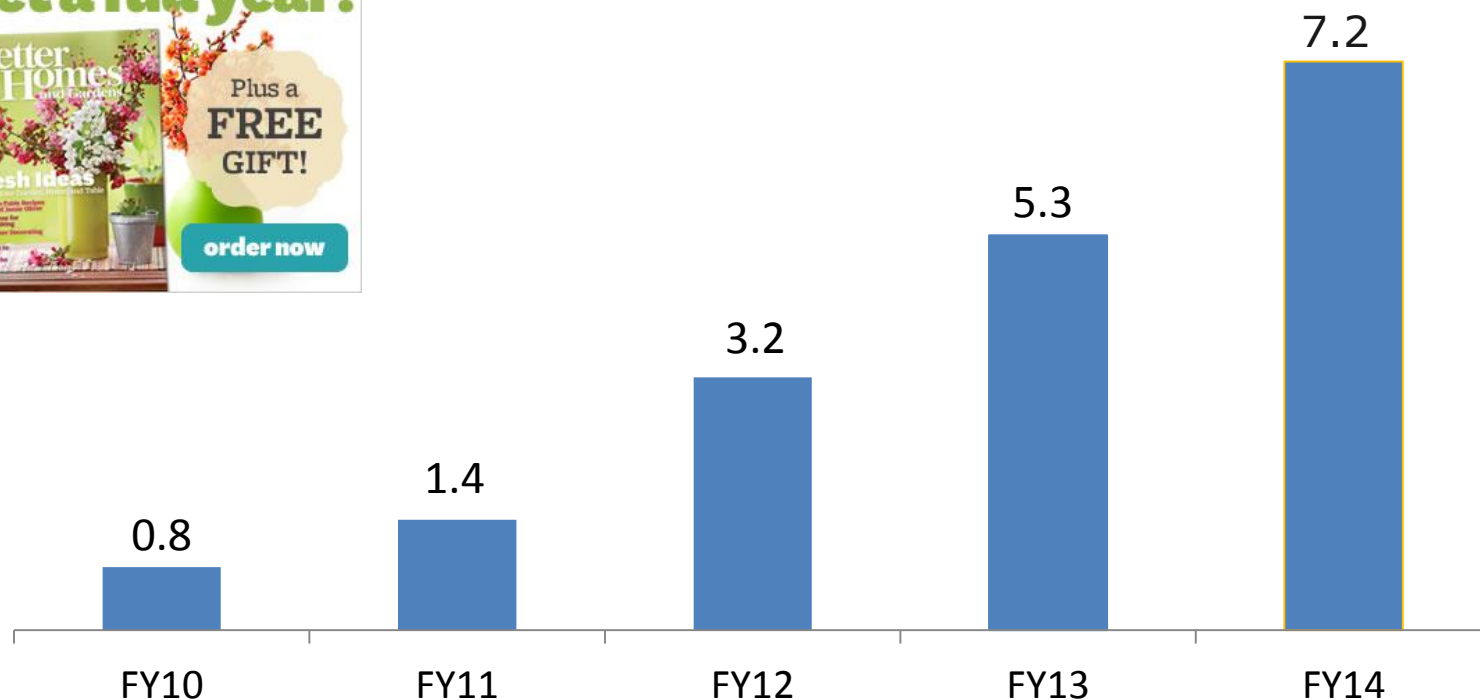
# Consumer Revenue Growth Strategies





# Strengthening Our Source Mix for Subscriptions

## Online Orders for Print Magazine Subscriptions



#s in millions



# Offering Bundled Packages of Brands for Consumers

## 2 GREAT MAGAZINES – 1 GREAT DEAL!

Follow your heart to the home of your dreams!



From redoing your kitchen to repotting plants ... painting your dining room to planning a barbecue, count on *Better Homes and Gardens* to deliver do-able and affordable decorating ideas, quick-fix recipes your whole family will love, and easy-care gardening guides in every issue!

Cook up 5-star dinners every time!



Introducing new *Allrecipes* ... the only magazine that brings you the absolute best of the best from over 43,000 tried-and-true family favorites on allrecipes.com. Every issue gives you 100s of secrets and step-by-step how-to's, fast-and-easy tips to save you time and money, plus ideas to help you put your own spin on every dish.

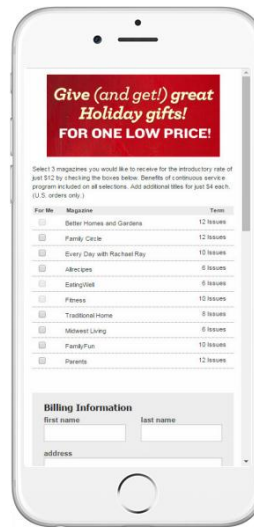


**Plus 3 FREE cookbooks!**

Get it all, while you still can – RSVP today!

## Multi-magazine bundles feature:

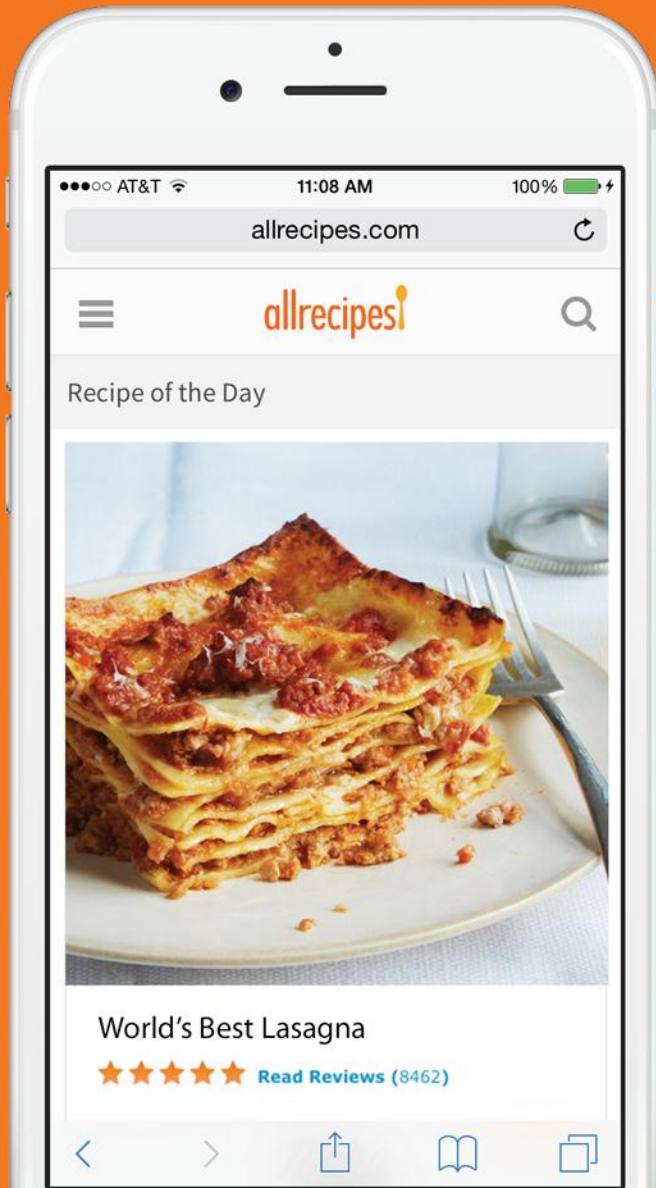
- “Pick 3” for a set price
- Mobilization of page
- Targeted upsells



# Allrecipes.Next

- ❖ Meredith Vision
- ❖ National Media Group Digital Strategies
- ❖ Allrecipes.Next
- ❖ Total Shareholder Return

# TRANSFORMING THE DIGITAL LANDSCAPE



# 40MM FAMILIES SHOPPING DIFFERENTLY



**1BN**  
Visits



**250MM**  
Saved Recipes



**100MM**  
Video Views



**10MM**  
Shared  
Experiences



**1 OF 3**  
Shop Same Day  
as Recipe View



**90%**  
Use Recipes to  
Inform Purchases



**62%**  
Visits are  
on Mobile



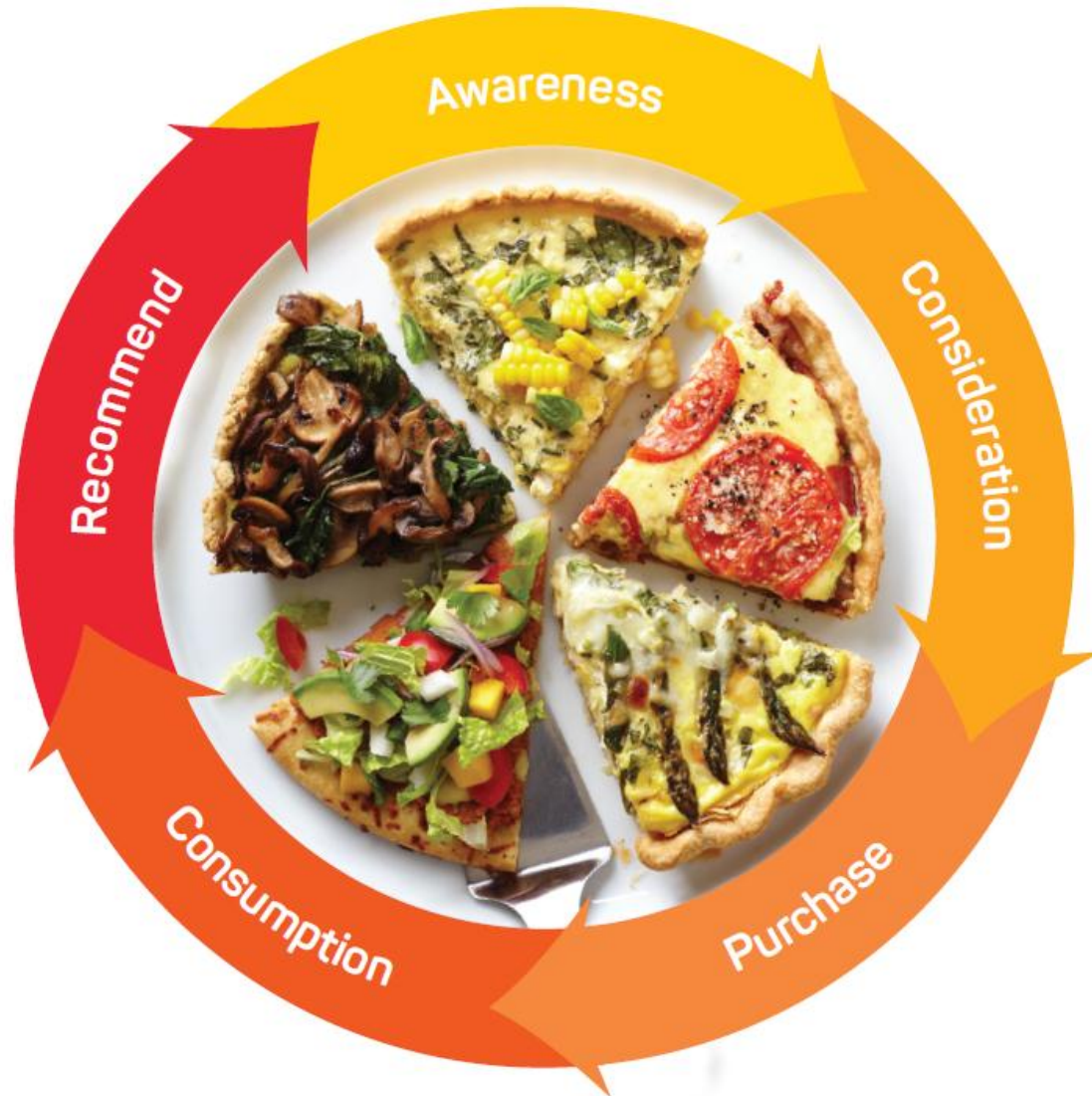
We lead her from

# INSPIRATION TO CELEBRATION



And turn

# ACTIONS TO TRANSACTIONS





# OUR COOKS = YOUR BEST CUSTOMER

Allrecipes users spend  
more money in the store & more time in the kitchen  
than any other digital food audience.

\$312 BILLION

in food spending annually

94%

are always looking for  
new recipes to try

90%

use recipes to inform  
their shopping lists

81%

cook frequently  
at home

80%

recommend food to  
family & friends

50%

are in-store within  
24 hours of site visit

50%

grocery shop  
2+ times/week



PERMISSION TO

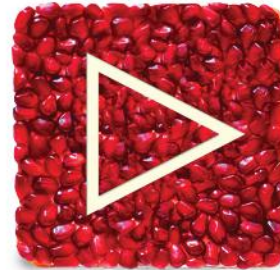
# REIMAGINE



Twitter



Facebook



YouTube



TripAdvisor



AllRecipes video here

# LET'S GET COOKING



allrecipes!

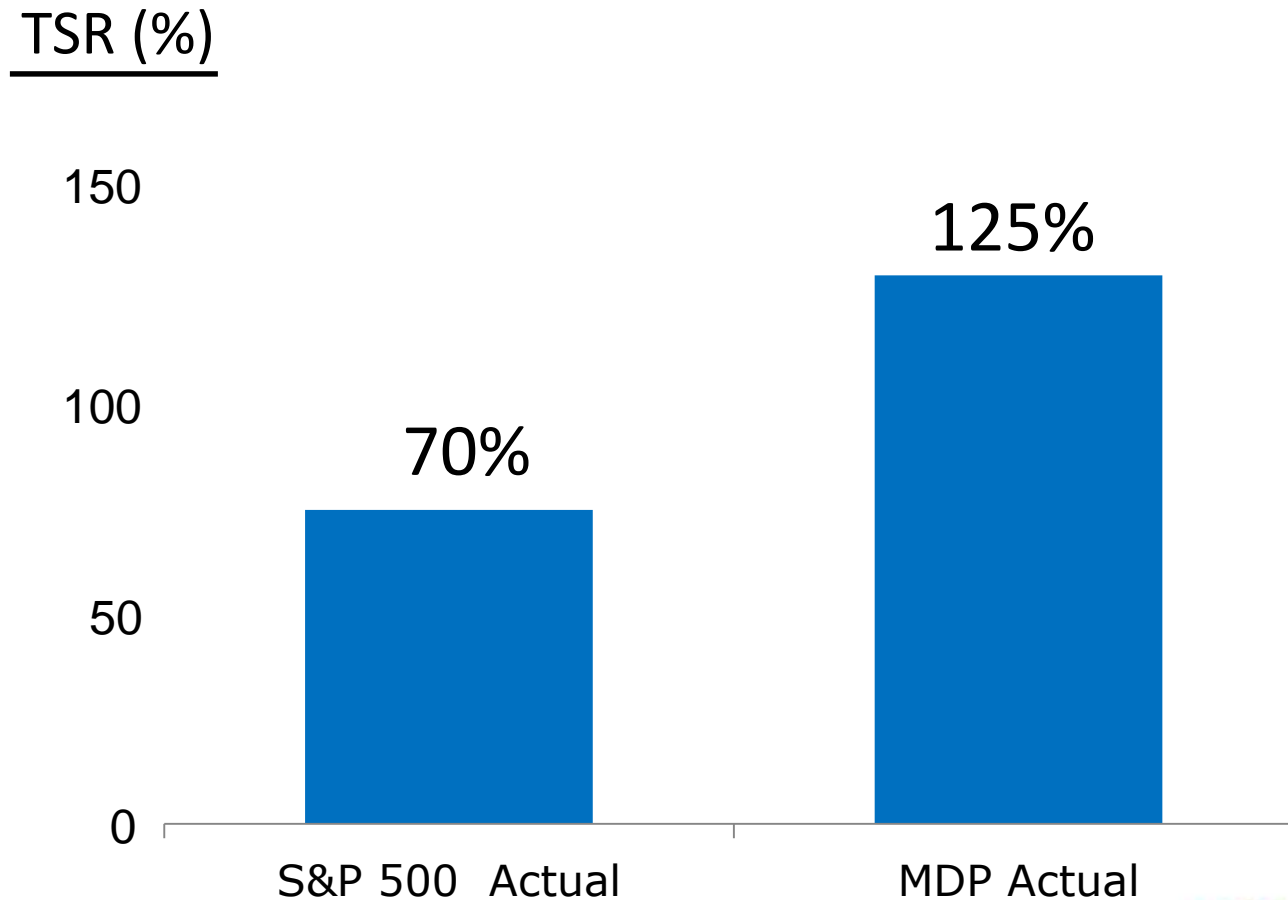


# Today's Agenda

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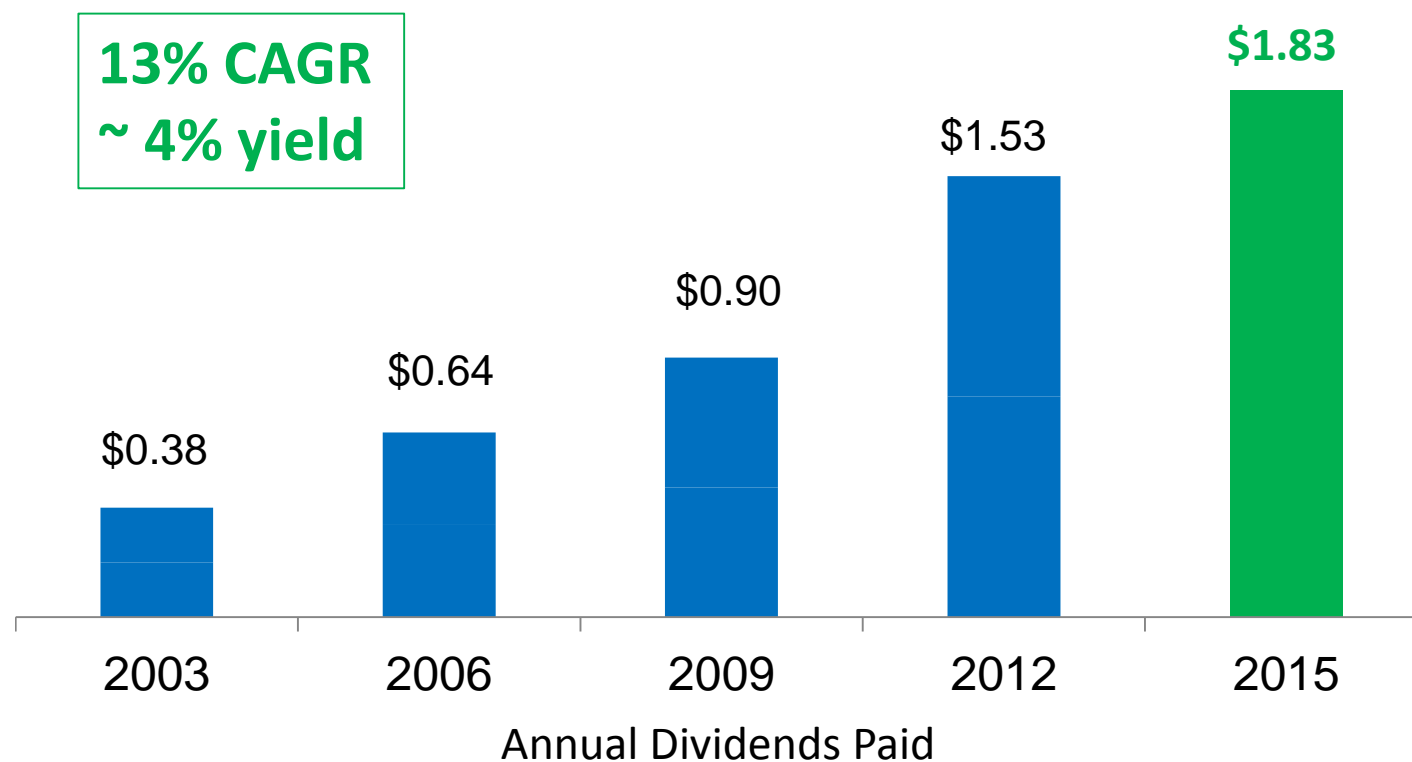
# Three Year Returns Exceed Broader Market



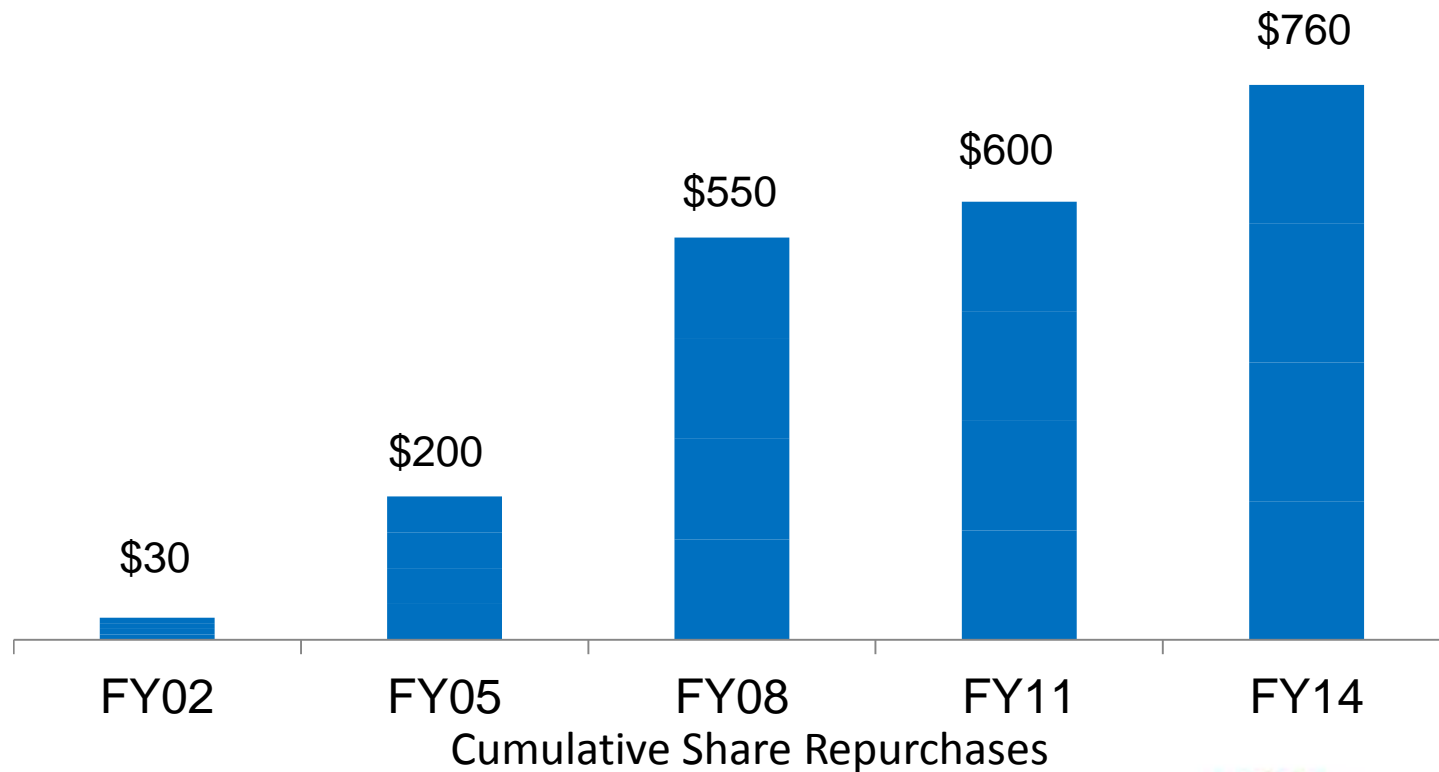
Multiple sources including BCG Investor Survey and Value Line  
\* Actual represents the period of Oct. 25, 2011 to Oct. 24, 2014



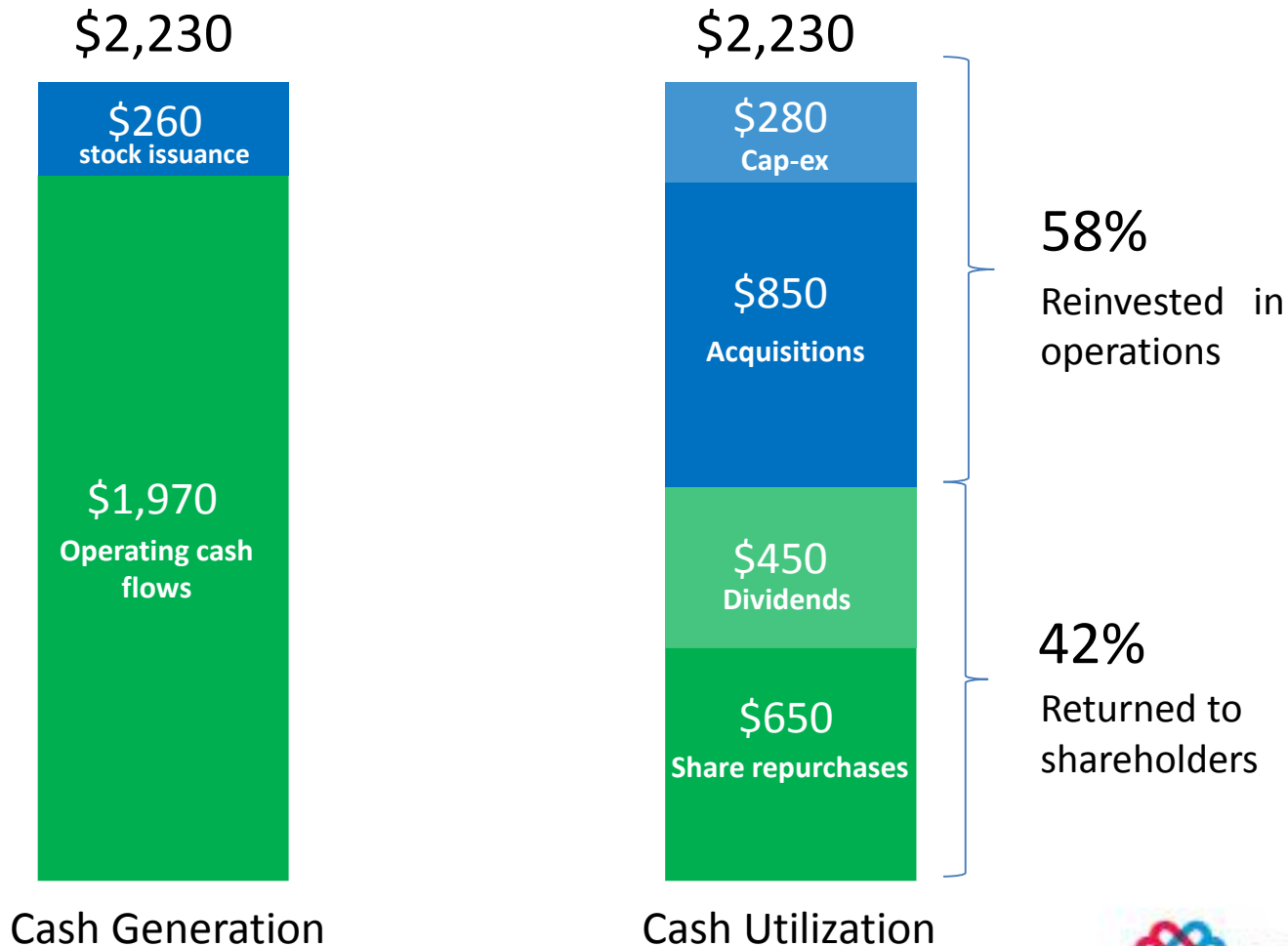
# History of Increasing Dividends



# Active Share Repurchase Program



# Use of Cash: Fiscal 2004 to Fiscal 2014



\$ in millions



# Calendar 2015 Priorities

## Local Media

- ❖ Grow non-political advertising revenue
- ❖ Increase retransmission revenue and contribution
- ❖ Enhance digital and mobile platforms
- ❖ Complete integration of station acquisitions

## National Media

- ❖ Evolve and strengthen our advertising activities
- ❖ Aggressively expand our digital-related businesses
- ❖ Integrate new business additions
- ❖ Grow revenue from individual consumer

## Corporate

- ❖ Continue to consolidate our respective industries
- ❖ Increase cash returned to shareholders
- ❖ Execute Total Shareholder Return strategy





# 5 Reasons to Invest in Meredith

- 1 Largest reach to American women across life stages
- 2 Powerful national and local media brands
- 3 Growing digital and mobile activities
- 4 Aggressively adding new revenue streams
- 5 Track record of returning cash to shareholders





Meredith Digital and Allrecipes March 12, 2015

