



Meredith Onsert Program

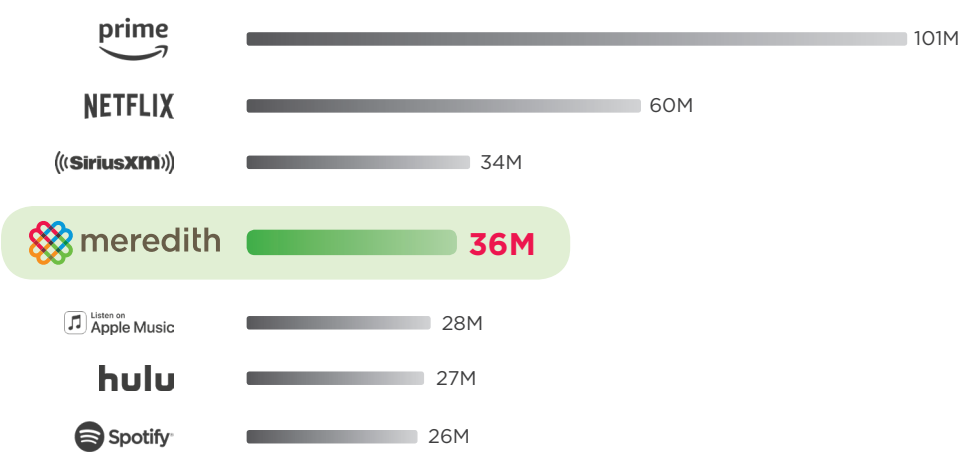
Grow acquisition
and revenue with
direct marketing



Introducing Meredith

ONE OF THE LARGEST SUBSCRIPTION BUSINESSES

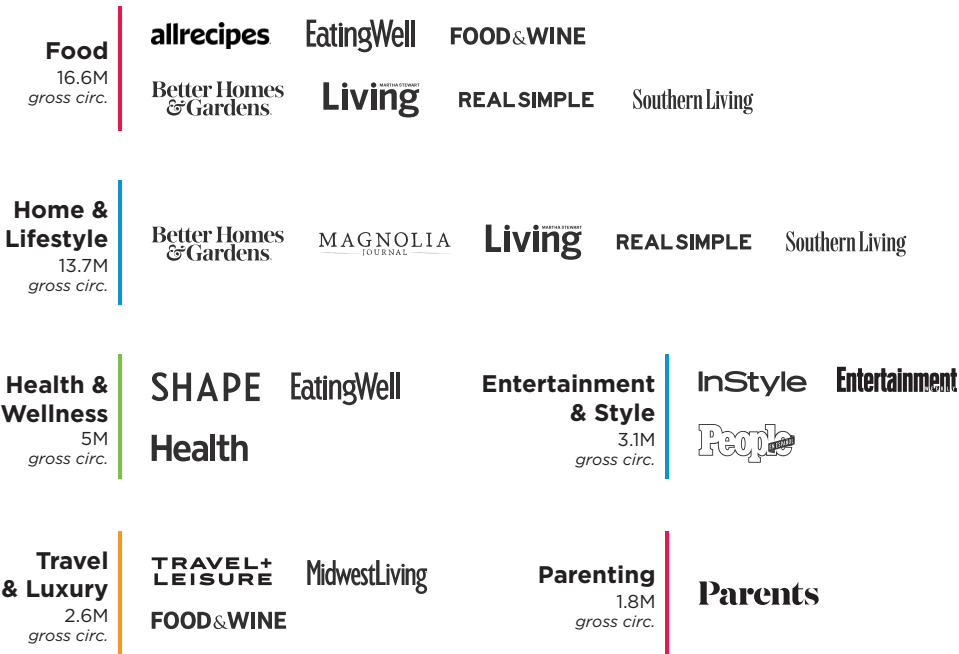
We sell a subscription almost every second!



Source: Public Corporate Annual Reports, Base: U.S. Paid Subscriptions Only

BRANDS OF SCALE THAT POWER COMMERCE

Across a range of interest and passions, the Meredith brand portfolio has a powerful relationship with consumers.



A TRUE LEAN-IN AUDIENCE

Subscription customers who have already “bought in”

- Reaching consumers **responsible for three-fourths of spending in the U.S.**
- 64M** Millennials
- 94%** of all U.S. Women
- 66%** of Homeowners
- 38%** of Affluent Households (\$100k+)

Introducing Onsert Media

ONSERT INNOVATION

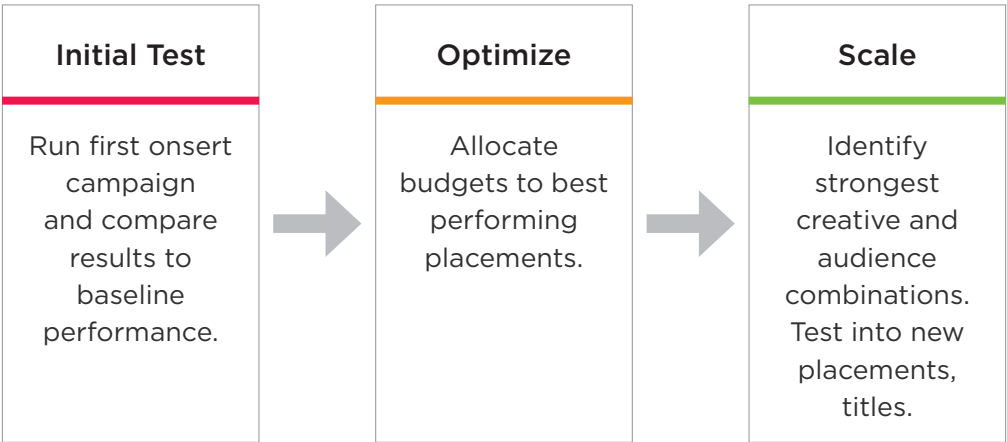
Meredith has a huge, desirable audience of subscribers who look to our brands for inspiration and education for purchase decisions. How do we advertise to these people? Onserts.

- **Polybagged** and **delivered directly into subscribers' homes**—where nearly 90% of purchase decisions are made
- Direct and primary customer impression via a **high-attention touchpoint** (100% open rate)
- Onsert Media is 100% premium—**finite each month and fraud-free**
- **No hidden fees**—brands pay only for the impressions being made
- **Implied endorsement** of nationally trusted magazine titles & personalities.



SCALING UP WITH ONSERTS

Onserts offer the opportunity to test, learn, optimize, and scale across magazine titles and interest verticals, setting each brand up for peak performance.

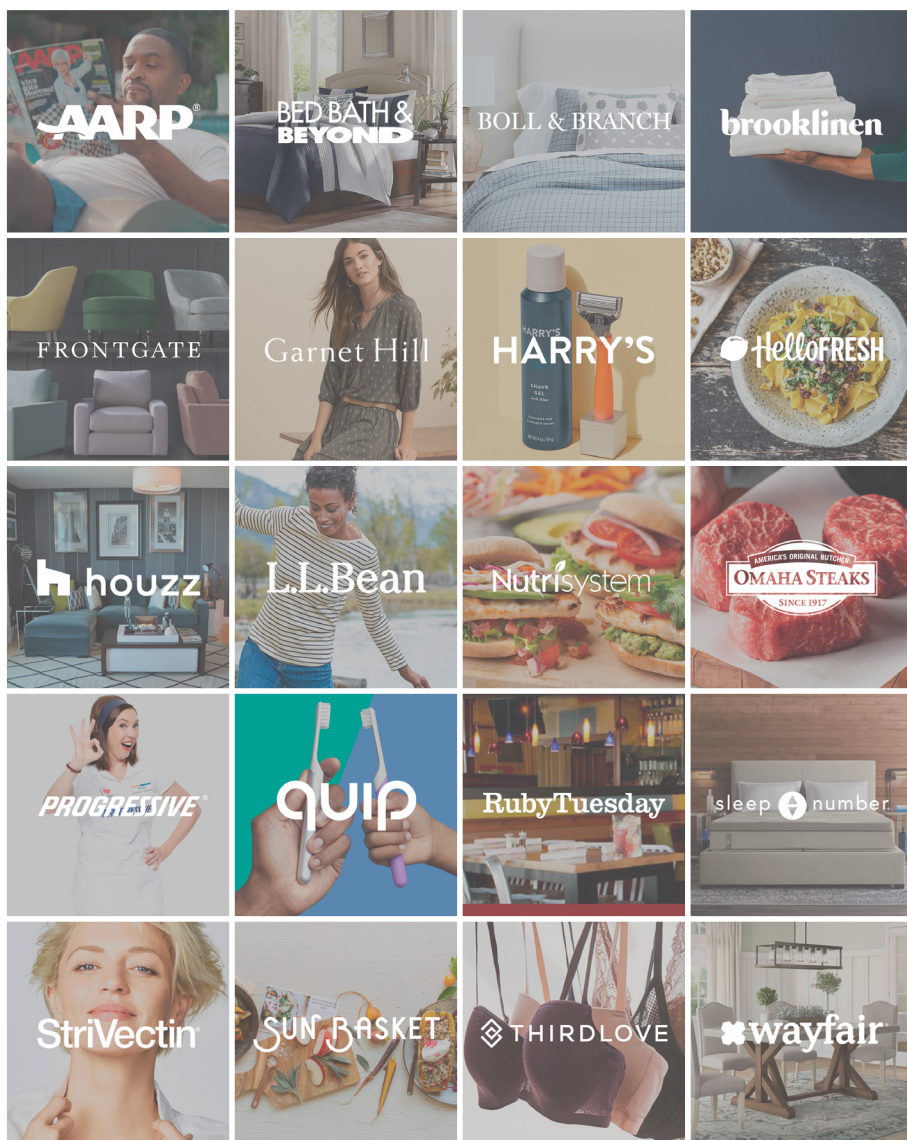


500K reach

36M reach

IN GOOD COMPANY

Drives Results for Hundreds of Quality DTC Clients



... and more!

FOR MORE INFORMATION CONTACT:

Tyler Hub, Executive Director
212.499.2294 or tyler.hub@meredith.com

Ashley O'Brien, Business Development Director
203.391.0619 or ashley.obrien@meredith.com

www.meredithdirectmedia.com



Simply open your phone camera and
hover over the Smart Code to connect.