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!

- prime: 101M
- NETFLIX: 60M
- SiriusXM: 34M
- Meredith: 32M
- Apple Music: 28M
- hulu: 27M
- Spotify: 26M

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.

Food
- allrecipes
- Better Homes & Gardens
- EatingWell
- Living
- Food & Wine
- Southern Living

16.9M gross circ.

Home & Lifestyle
- Better Homes & Gardens
- Magnolia
- Living
- REALSIMPLE
- Southern Living

13.8M gross circ.

Travel & Luxury
- Travel + Leisure
- Food & Wine
- Midwest Living
- Parents

2.6M gross circ.

Health & Wellness
- SHAPE
- Health
- Living
- Entertainment & Style
- InStyle
- People

5.2M gross circ.

A TRUE LEAN-IN AUDIENCE

Subscription customers who have already “bought in”

- Reaching consumers responsible for two-thirds of spending in the U.S.
- 90% of all U.S. Women
- 69% of Homeowners
- 74% of Affluent Households ($100k+)
- 60M Millennials
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.

<table>
<thead>
<tr>
<th>Initial Test</th>
<th>Optimize</th>
<th>Scale</th>
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<tr>
<td>Run first onsert campaign and compare results to baseline performance.</td>
<td>Allocate budgets to best performing placements.</td>
<td>Identify strongest creative and audience combinations. Test into new placements, titles.</td>
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500k reach 32M reach
IN GOOD COMPANY
Drives Results for Hundreds of Quality DTC Clients

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