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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 9, 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 the Deutsche Bank Media, Internet and Telecom Conference on March 9, 2015. Chief Executive Officer Stephen M. Lacy and Chief Financial Officer Joseph Ceryanec discussed Company developments and responded to questions. The slide presentation is attached as an exhibit. An audio archive of the presentation will be accessible to the public on the Company's website, [meredith.com](http://meredith.com). The audio archive will remain there through April 9, 2015.

**Item 9.01 Financial Statements and Exhibits****(c) Exhibits**

- 99 Slide presentation at the Deutsche Bank Media, Internet and Telecom Conference on March 9, 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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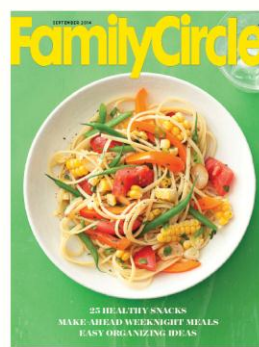
Joseph Ceryanec  
Vice President - Chief Financial Officer  
(Principal Financial and Accounting Officer)

Date: March 9, 2015

## Index to Exhibits

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Exhibit Number	Item
99	Slide presentation at the Deutsche Bank Media, Internet and Telecom Conference on March 9, 2015.



2015 Deutsche Bank Media, Internet & Telecom Conference  
March 9, 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.



# Agenda

- ❖ Meredith Overview
- ❖ National Media Group
- ❖ Local Media Group
- ❖ Total Shareholder Return

# Meredith at a Glance

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



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



Figures represent consensus estimates for Fiscal 2015



# Recent Strategic Accomplishments

## National Media

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



# 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



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# National Media Group Footprint

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





# Our Brands Resonate Across Generations

Meredith Reaches 60 Percent of Millennial Women

## MILLENNIALS

1979-1995

60%

## GEN X

1965-1978

67%

## BABY BOOMERS

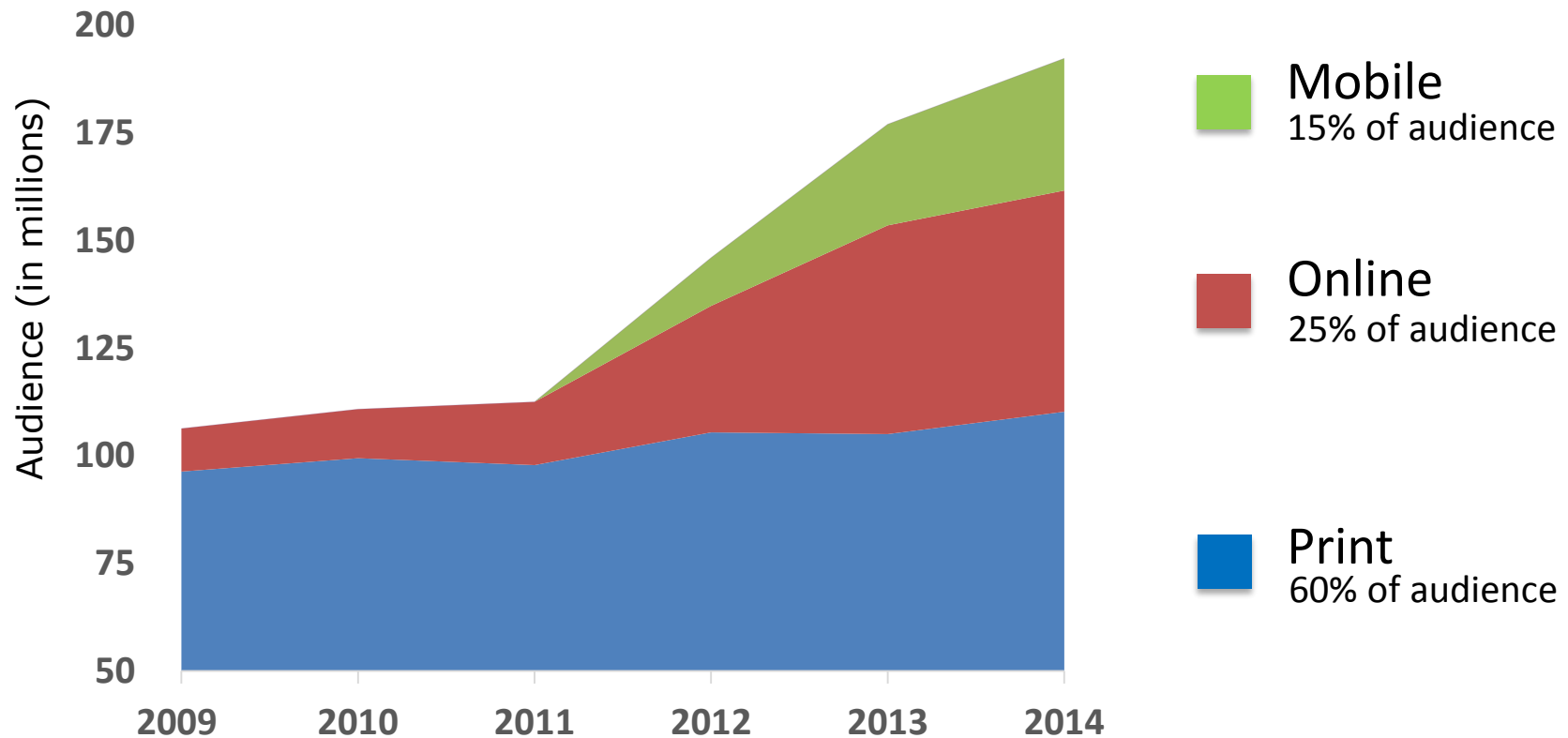
1946-1964

73%



# Our Consumer Connection is Growing

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



Source: MRI and ComScore

# First Party Data is Our Differentiator



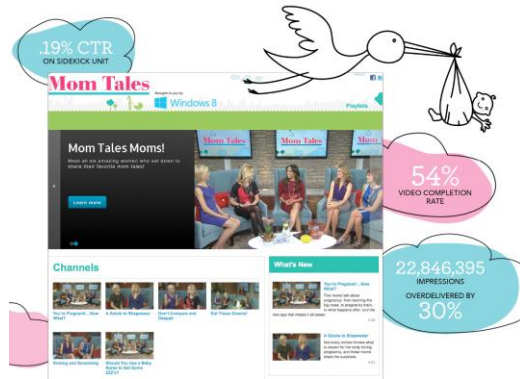
- **We focus on women at scale:**
  - 100 million consumers
  - 70 million unique visitors
- **1st party data is based on direct behavioral engagement**
- **We operate across platforms**
- **Data is our DNA**
  - Team of expert data analysts
  - Identify trends and consumer intent
  - Used to find, inform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





# Advertising Mix Increasingly Multi-Platform

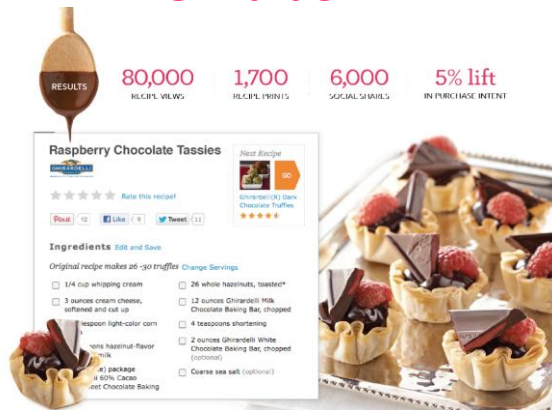
## Microsoft App



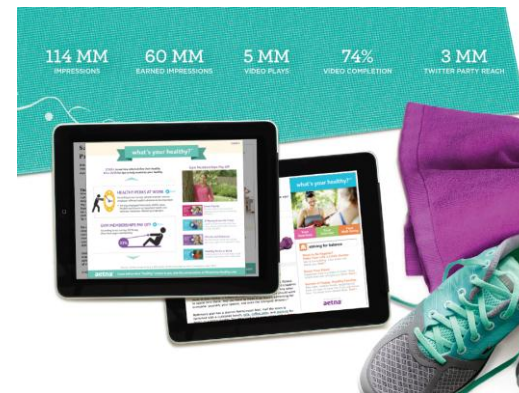
## Cross



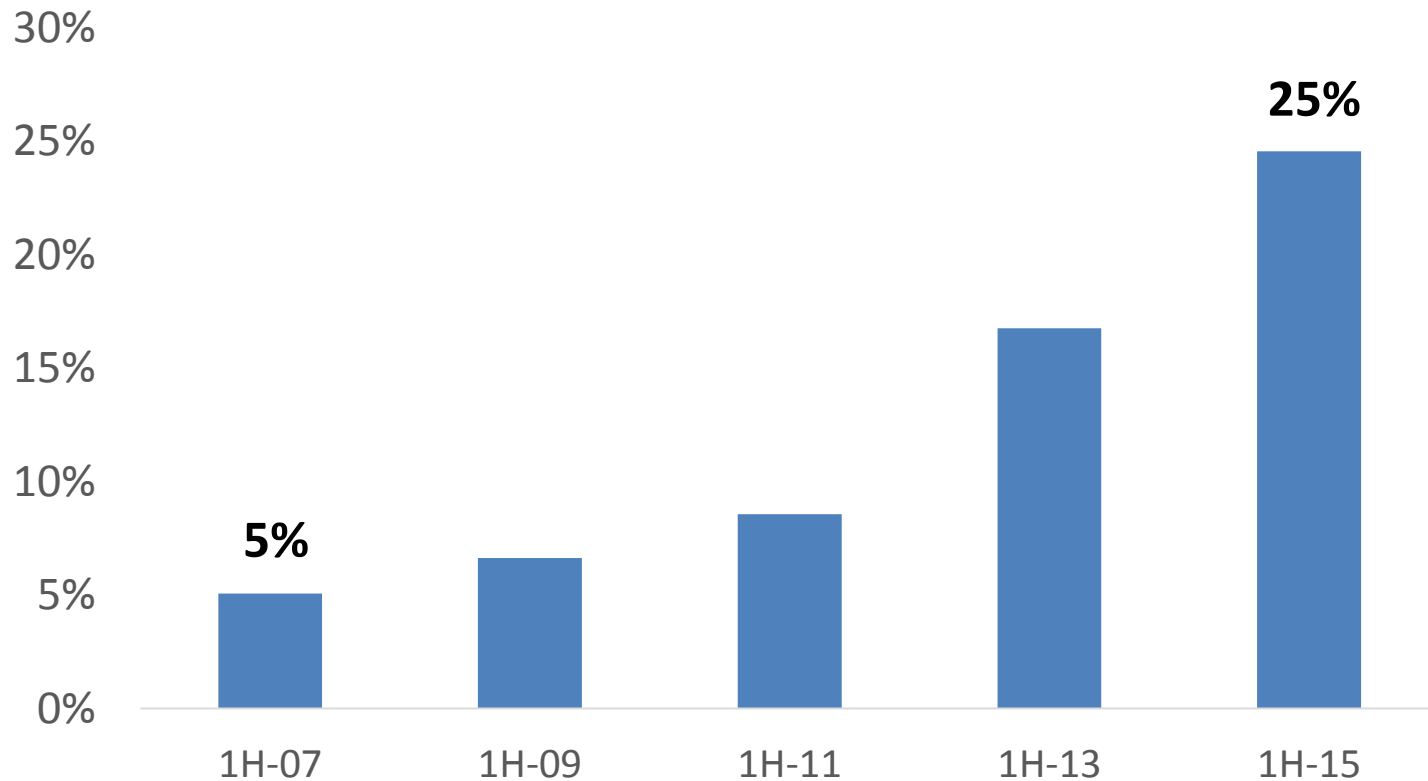
## Ghirardelli



## Aetna



# Increasing Digital Advertising Revenue



# Strong Performance from Non-Advertising Activities



Walmart Direct to Retail



Digital Syndication



Cookware Licensee



FTD Floral Program



International Media Licensing



Real Estate Services





# Expanding Our Competitive Position

## Women's Lifestyle:

- ❖ Shape
- ❖ Shape.com
- ❖ Martha Stewart Living
- ❖ Marthastewart.com



## Wedding media:

- ❖ Martha Stewart Weddings
- ❖ Mywedding.com



## New product launches:

- ❖ Eat This, Not That!



## Advertising technology:

- ❖ Selectable Media



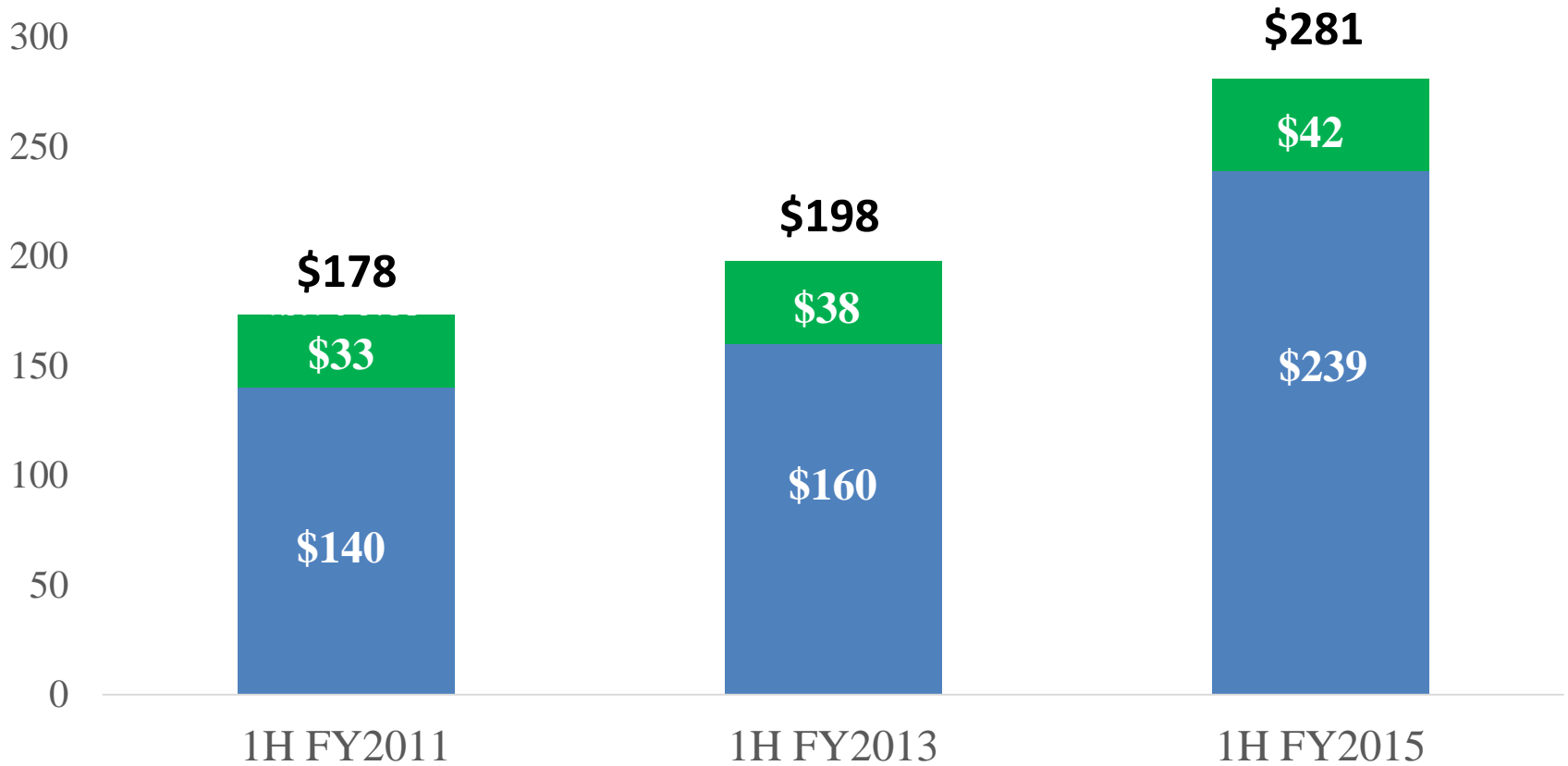
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# Meredith's Local Media Group



# Record Revenue and EBITDA



■ Political advertising revenue

■ Non-political revenue

\$ in millions



# Growing Retransmission Revenue and Contribution

MVPD	Renewal Date
<b><u>MVPD</u></b>	
Satellite	FY 2017
Phone	FY 2016
Cable	FY 2016 - 2018
Network Affiliation / Market	Renewal Date
<b><u>CBS</u></b>	
Hartford/Springfield	FY 2016
St. Louis	FY 2017
Atlanta, Phoenix, Kansas City, Flint/Saginaw	FY 2018
<b><u>FOX</u></b>	
Springfield	FY 2016
Portland, Las Vegas, Greenville, Mobile-Pensacola	FY 2018
<b><u>NBC</u></b> Nashville	FY 2018
<b><u>ABC</u></b> Springfield	FY 2020



# Great Stations Added to Portfolio

Increases Number of Duopolies to 5



## Phoenix: Market 11

- ❖ Powerful station that produces most news in Arizona



## St. Louis: Market 21

- ❖ CBS affiliate ranks #1 in midday, evening and late news



## Mobile: Market 59

- ❖ Market leading Fox affiliate in fast-growing region



## Springfield, MA

- ❖ ABC affiliate/Fox on digital tier strengthens competitive position





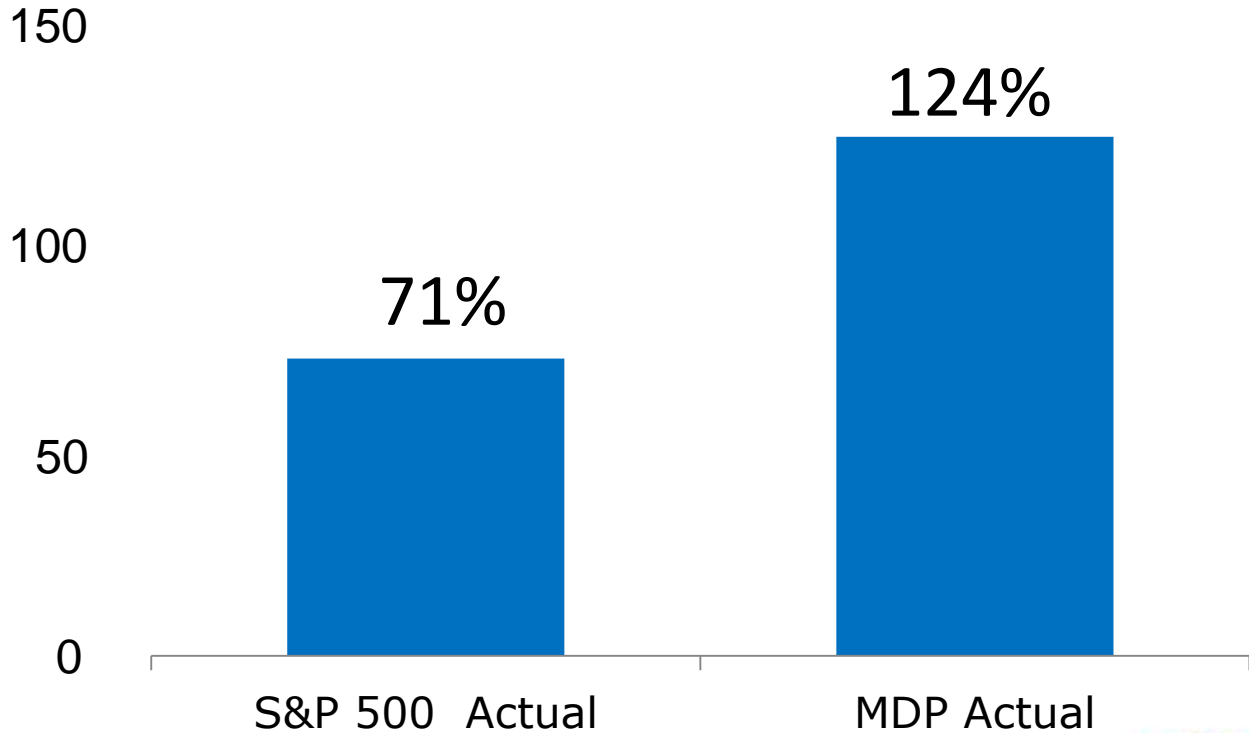
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❖ Total Shareholder Return

# Three Year Shareholder Exceed Broader Market

TSR (%)

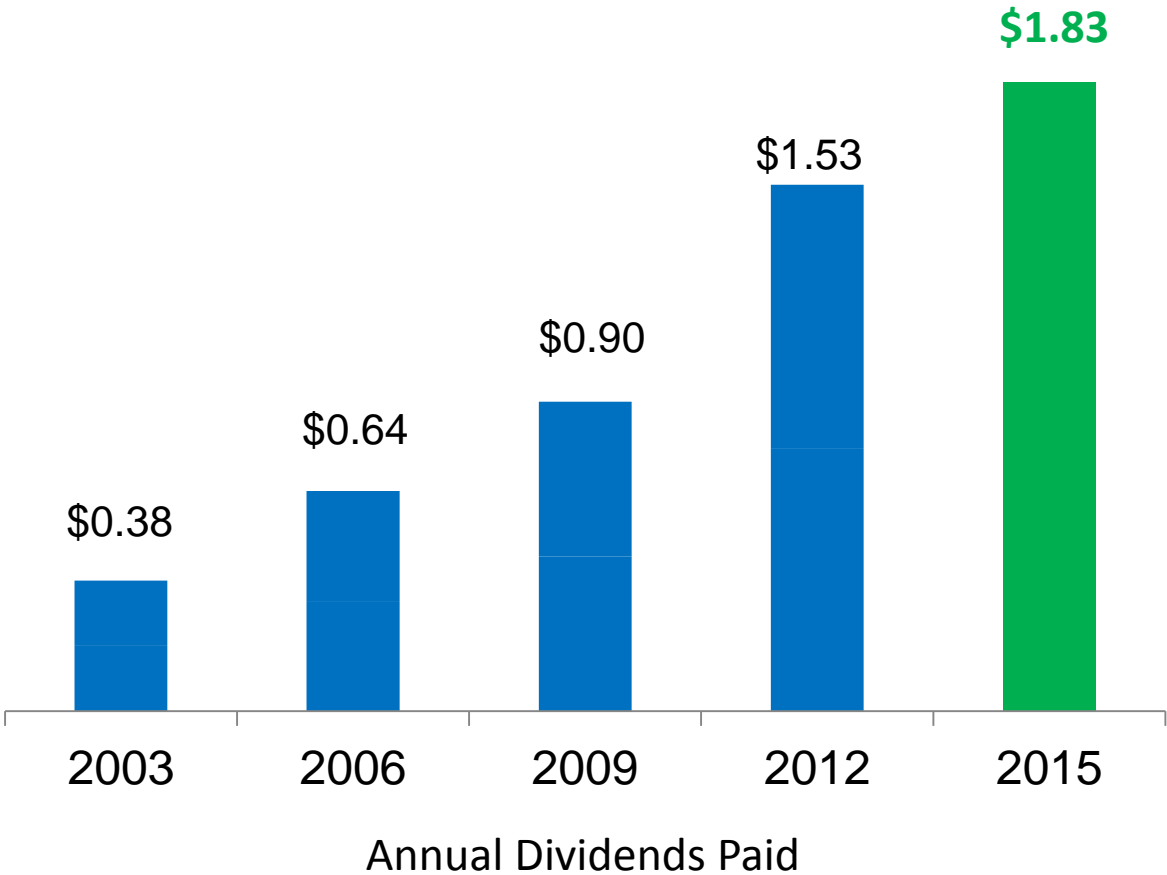


Multiple sources including BCG Investor Survey and Value Line  
\* Actual represents the period of Oct. 25, 2011 to Oct. 24, 2014

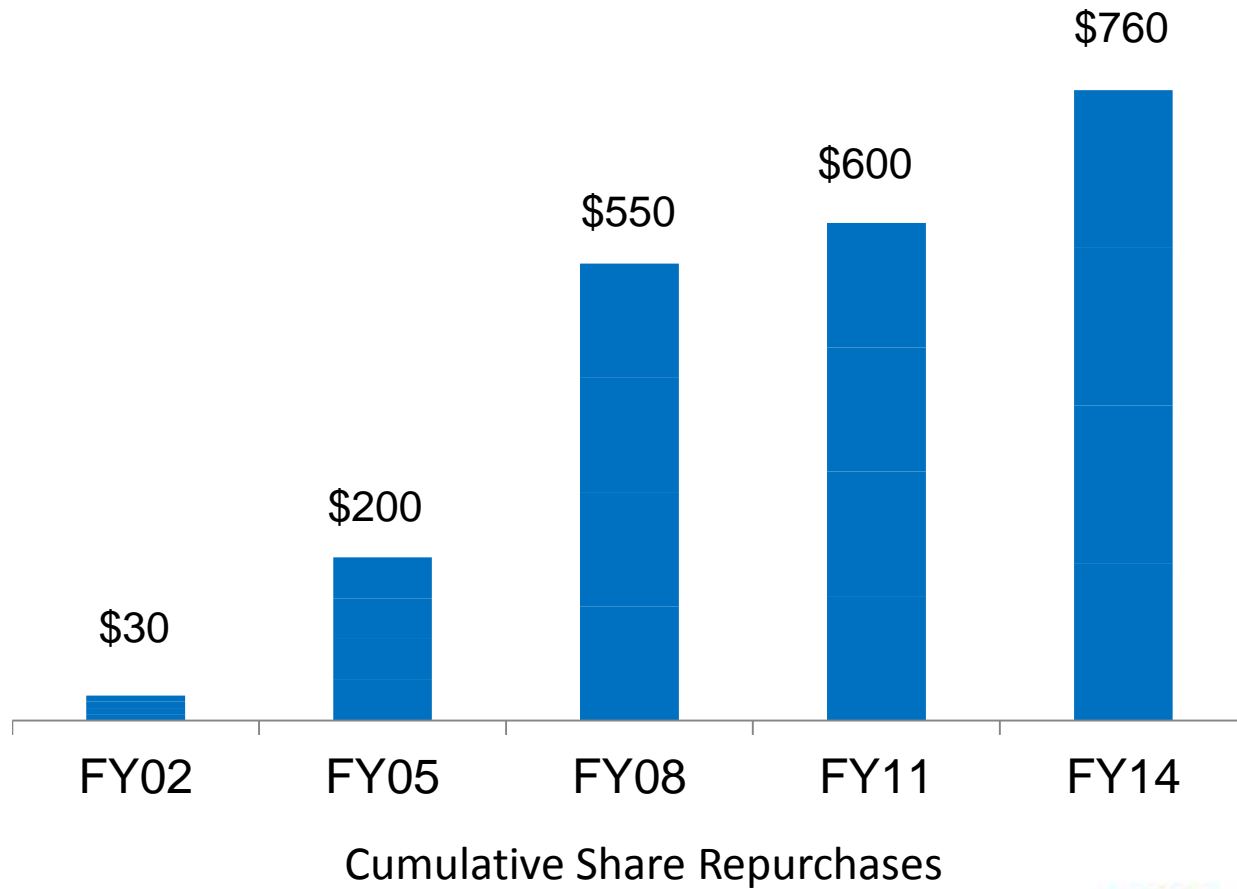


# Consistent Dividend Growth

13 Percent CAGR Over 10 Years



# Active Share Repurchase Program



# Our Strategic 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

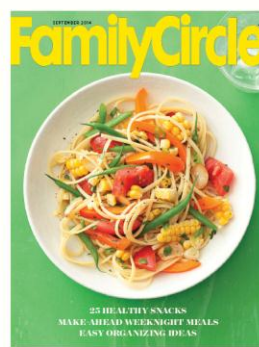


# 5 Reasons to Invest in Meredith

- 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







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