

MEREDITH CORP  
Form 4  
March 15, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**ZIESER JOHN S**

(Last) (First) (Middle)  
**1716 LOCUST STREET**  
  
(Street)

**DES MOINES, IA 50309-3023**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**MEREDITH CORP [MDP]**

3. Date of Earliest Transaction (Month/Day/Year)  
**03/11/2010**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Chief Development Officer**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)         | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|   |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Common Stock (\$1 par value) <u>(1)</u> | 03/11/2010                           |  | M                              |   | 12,000  | A  | \$ 28.0625                        |
| Common Stock (\$1 par value) <u>(1)</u> | 03/11/2010                           |  | M                              |   | 18,000  | A  | \$ 28.0625                        |
| Common Stock (\$1 par value) <u>(1)</u> | 03/11/2010                           |  | F                              |   | 26,722  | D  | \$ 33.48                          |
|   |                                      |  |                                |   | 4,908   | D  |                                   |

Edgar Filing: MEREDITH CORP - Form 4

|  |            |   |       |   |          |        |   |                    |
|--|------------|---|-------|---|----------|--------|---|--------------------|
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 176   | D | \$ 33.26 | 4,732  | D |                    |
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 70    | D | \$ 33.27 | 4,662  | D |                    |
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 190   | D | \$ 33.28 | 4,472  | D |                    |
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 667   | D | \$ 33.29 | 3,805  | D |                    |
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 701   | D | \$ 33.3  | 3,104  | D |                    |
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 1,088 | D | \$ 33.31 | 2,016  | D |                    |
| Common Stock (\$1 par value)<br><u>(1)</u> | 03/12/2010 | S | 386   | D | \$ 33.32 | 1,630  | D |                    |
| Common Stock (\$1 par value)<br><u>(2)</u> |            |   |       |   |          | 13,002 | I | by Managed Account |
| Common Stock (\$1 par value)<br><u>(3)</u> |            |   |       |   |          | 1,856  | I | by Spouse          |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

Edgar Filing: MEREDITH CORP - Form 4

| 1. Title of Derivative Security (Instr. 3)              | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|
| Non-Qualified Stock Option (right to buy)<br><u>(4)</u> | \$ 28.0625   | 03/11/2010                           |  | M                              | 12,000  | 08/09/2008 08/08/2010                                    | Common Stock (\$1 par value)                                |
| Non-Qualified Stock Option (right to buy)<br><u>(5)</u> | \$ 28.0625   | 03/11/2010                           |  | M                              | 18,000  | 08/09/2001 08/09/2010                                    | Common Stock (\$1 par value)                                |

## Reporting Owners

| Reporting Owner Name / Address                                   | Relationships |           |                           |       |
|--|---------------|-----------|---------------------------|-------|
|  | Director      | 10% Owner | Officer                   | Other |
| ZIESER JOHN S<br>1716 LOCUST STREET<br>DES MOINES, IA 50309-3023 |               |           | Chief Development Officer |       |

## Signatures

By: Teresa T. Rinker, by Power of Attorney For: John S. Zieser  
03/15/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Shares held by the reporting person in street name.

(2) Shares held in reporting person's IRA account; Meredith Corp. Savings & Investment Plan account; and Employee Stock Purchase Plan account, upon all of which quarterly dividends are paid in the form of additional Common Stock (\$1 par value).

(3) Shares purchased by spouse for her own account and the children's custodial accounts.

This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and will become exercisable in full August 9, 2008.

(4) Graduated percentages of the option, however, will become exercisable August 13, 2003, if specified EPS growth targets set forth in Exhibit A to the Nonqualified Stock Option Award agreement are met.

(5) This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and becomes exercisable in three equal annual installments, commencing on the first anniversary of the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.