

MEREDITH CORP  
Form 4  
January 31, 2005

**FORM 4**

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

OMB APPROVAL

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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)  
01/29/2005

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)  
V.P.-Corp.Dev.,G.Counsel & Sec

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 Indirect Beneficial Ownership (Instr. 4) |   |            |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|---|------------|
|  |                                      |  | Code                           | V   | Amount  | (D)  | Price   |   |            |
| Common Stock (Restricted) (\$1 par value) <u>(1)</u> | 01/29/2005                           |  | A                              |   | 413   | A  | \$ 0 4,177  | D |            |
| Common Stock (Restricted) (\$1 par value) <u>(1)</u> | 01/31/2005                           |  | D                              |   | 2,255   | D  | \$ 0 1,922  | D |            |
| Common Stock (\$1 par                                |                                      |  |                                |   |   |  | 12,316  | I | by Managed |

value) <sup>(2)</sup> Account  
 Common Stock (\$1 par value) <sup>(3)</sup> 1,856 I by Spouse

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

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

| 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) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Restricted stock units <sup>(1)</sup>                    | \$ 0   | 01/31/2005                           |  | A                              | 2,255   | 08/08/1988 08/08/1988                                    | Common Stock (\$1 par value)                                | 2,255                      |
| Non-Qualified Stock Option (right to buy) <sup>(4)</sup> | \$ 28.0625   |                                      |  |                                |   | 08/09/2008 08/08/2010                                    | Common Stock (\$1 par value)                                | 12,000                     |
| Non-Qualified Stock Option (right to buy) <sup>(5)</sup> | \$ 28.0625   |                                      |  |                                |   | 08/09/2001 08/09/2010                                    | Common Stock (\$1 par value)                                | 18,000                     |
| Non-Qualified Stock Option (right to buy) <sup>(6)</sup> | \$ 33.1563   |                                      |  |                                |   | 08/12/2000 08/10/2009                                    | Common Stock (\$1 par value)                                | 6,000                      |
| Non-Qualified Stock Option (right to buy) <sup>(5)</sup> | \$ 33.1563   |                                      |  |                                |   | 08/11/2000 08/11/2009                                    | Common Stock (\$1 par value)                                | 18,000                     |
| Non-Qualified Stock Option                               | \$ 34.8  |                                      |  |                                |   | 08/08/2002 08/08/2011                                    | Common Stock (\$1   | 22,500                     |

|   |            |  |                       |  |      |
|---|------------|--|-----------------------|--|------|
| (right to buy)<br><u>(5)</u>                                  |            |  |                       | par value)                                       |      |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(5)</u> | \$ 37.1563 |  | 02/01/2000 02/01/2009 | Common<br>Stock (\$1<br>par value)               | 18,0 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(5)</u> | \$ 39.05   |  | 08/13/2003 08/13/2012 | Common<br>Stock (\$1<br>par value)               | 25,0 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(7)</u> | \$ 46.165  |  | 08/12/2006 08/12/2013 | Common<br>Stock (\$1<br>par value)               | 30,0 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(8)</u> | \$ 46.165  |  | 08/12/2011 08/13/2013 | Common<br>Stock (\$1<br>par value)               | 30,0 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(7)</u> | \$ 49.97   |  | 08/10/2007 08/10/2014 | Common<br>Stock (\$1<br>par value)               | 40,0 |
| Stock<br>equivalent<br>units                                  | \$ 0       |  | 08/08/1988 08/08/1988 | Common<br>Stock (\$1<br>par value)<br><u>(9)</u> | 3,1  |

## 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 |               |           | V.P.-Corp.Dev.,G.Counsel & Sec |       |

## Signatures

John S. Zieser                      01/31/2005

            
\*\*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 were awarded pursuant to the Meredith Corporation Stock Incentive Plans. The shares are subject to forfeiture and are nontransferable until vested, as specified in each award agreement.

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(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.

This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and will become exercisable in full February 12, 2007.

(6) Graduated percentages of the option, however, will become exercisable August 12, 2000, if specified EPS growth targets set forth in Exhibit A to the Nonqualified Stock Option Award agreement are met.

(7) This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and becomes exercisable in its entirety on the third anniversary of the date of grant.

This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and will become exercisable in full on August 12, 2011.

(8) Graduated percentages of the option, however, will become exercisable on August 12, 2006, if specified EPS growth targets set forth in Exhibit A to the Nonqualified Stock Option Award agreement are met.

(9) Stock equivalents issued at fair market value (the average of the high and low selling price of Meredith Common Stock on the issue date), pursuant to Meredith Corp.'s deferred compensation plan which will be converted to Common Stock (\$1 par value) on a one-for-one basis upon the reporting person's retirement from or termination of Meredith Corp. employment. Quarterly dividends are accrued in the form of additional stock equivalents. Data in this footnote would normally appear in the Title, Exercisable Date, and Price columns.

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

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