

MEREDITH CORP  
Form 4  
November 13, 2006

**FORM 4**

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

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

## OMB APPROVAL

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BAUM HERBERT M**

(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)  
11/09/2006

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)

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<br>Security<br>(Instr. 3)                                | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock (\$1 par<br>value) <sup>(1)</sup>                    |                                         |                                                             |                                      |                                                                            | 15,475                                                                                                             | D                                                                    |                                                                   |
| Common<br>Stock<br>(Restricted)<br>(\$1 par value)<br><sup>(2)</sup> |                                         |                                                             |                                      |                                                                            | 1,416                                                                                                              | D                                                                    |                                                                   |

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

**Persons who respond to the collection of  
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SEC 1474  
(9-02)

**displays a currently valid OMB control number.**

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)    | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) | Amount<br>or<br>Number<br>of<br>Shares   |
|--------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------|
|                                                        |                                                                       |                                         |                                                             | Code                                    | V                                                                                                               | (A)                                                            | (D)                                                            |                                          |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 52.87                                                              | 11/09/2006                              |                                                             | A                                       |                                                                                                                 | 6,000                                                          | 11/09/2007 11/09/2016                                          | Common<br>Stock (\$1<br>par value) 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 31.5                                                               |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/14/2001 11/14/2010                                          | Common<br>Stock (\$1<br>par value) 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 34.6                                                               |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/13/2002 11/13/2011                                          | Common<br>Stock (\$1<br>par value) 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 34.7813                                                            |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/11/1998 11/11/2007                                          | Common<br>Stock (\$1<br>par value) 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 36.7188                                                            |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/09/2000 11/09/2009                                          | Common<br>Stock (\$1<br>par value) 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 39.0313                                                            |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/10/1999 11/10/2008                                          | Common<br>Stock (\$1<br>par value) 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(3) | \$ 45.275                                                             |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/12/2003 11/12/2012                                          | Common<br>Stock (\$1<br>par value) 6,000 |
|                                                        | \$ 49.75                                                              |                                         |                                                             |                                         |                                                                                                                 |                                                                | 11/11/2004 11/11/2013                                          | 6,000                                    |

|                                                               |           |  |            |            |                                                  |     |
|---------------------------------------------------------------|-----------|--|------------|------------|--------------------------------------------------|-----|
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(3)</u> |           |  |            |            | Common<br>Stock (\$1<br>par value)               |     |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(3)</u> | \$ 50.28  |  | 11/09/2006 | 11/09/2015 | Common<br>Stock (\$1<br>par value)               | 6,0 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br><u>(3)</u> | \$ 51.975 |  | 11/09/2005 | 11/09/2014 | Common<br>Stock (\$1<br>par value)               | 6,0 |
| Stock<br>equivalent<br>units                                  | \$ 0      |  | 08/08/1988 | 08/08/1988 | Common<br>Stock (\$1<br>par value)<br><u>(4)</u> | 9,1 |

## Reporting Owners

| Reporting Owner Name / Address                                    | Relationships |           |         |       |
|-------------------------------------------------------------------|---------------|-----------|---------|-------|
|                                                                   | Director      | 10% Owner | Officer | Other |
| BAUM HERBERT M<br>1716 LOCUST STREET<br>DES MOINES, IA 50309-3023 |               |           | X       |       |

## Signatures

By: John S. Zieser, Attorney-in-Fact For: Herbert M.  
Baum

11/13/2006

                    \*\*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 awarded pursuant to the 2002 Meredith Corporation Stock Plan for Non-employee Directors (the "Plan"). The shares are subject to forfeiture and are nontransferable until five years from the grant date.

(3) This option was awarded pursuant to the Meredith Corp. Stock Plan for Non-employee Directors, becomes exercisable one-third per year over a three-year period beginning on the first anniversary of the grant date, and expires on the tenth anniversary of the grant date.

(4) Stock equivalents issued pursuant to Meredith Corp.'s 2002 Stock Plan for Non-employee Directors (the "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 service on the Meredith Board of Directors. 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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