

MEREDITH CORP  
Form 4  
August 10, 2006

**FORM 4**

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

OMB APPROVAL

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**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 \*  
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)  
08/09/2006

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 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) <sup>(1)</sup>	08/09/2006		M		6,000 A \$ 25.8438	20,396	D
Common Stock (\$1 par value) <sup>(1)</sup>	08/10/2006		S		6,000 D \$ 46.6225	14,396	D
Common Stock (Restricted) (\$1 par value) <sup>(2)</sup>						2,495	D

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

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(9-02)

**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
Non-Qualified Stock Option (right to buy) (3)	\$ 25.8438	08/09/2006		M	6,000	11/11/1997 11/12/2006	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (3)	\$ 31.5					11/14/2001 11/14/2010	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (3)	\$ 34.6					11/13/2002 11/13/2011	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (3)	\$ 34.7813					11/11/1998 11/11/2007	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (3)	\$ 36.7188					11/09/2000 11/09/2009	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (3)	\$ 39.0313					11/10/1999 11/10/2008	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option	\$ 45.275					11/12/2003 11/12/2012	Common Stock (\$1	6,000



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