

MEREDITH CORP  
Form 4  
November 09, 2004

**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 \*  
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)  
11/08/2004

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 Indirect Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
|  |                                      |  | Code                           | V   | Amount  | (D)  | Price   |
| Common Stock (Restricted) (\$1 par value) <sup>(1)</sup> | 11/08/2004                           |  | D                              |   | 983   | D  | \$ 0 3,168  |
| Common Stock (\$1 par value) <sup>(2)</sup>              |                                      |  |                                |   |   | D  | 9,200   |

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**

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 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 Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date | Title   |                            |
| Stock equivalent units                                   | \$ 0   | 11/08/2004                           |  | A                              | 404   | 08/08/1988   | 08/08/1988      | Common Stock (\$1 par value) <sup>(3)</sup>                   | 404                        |
| Stock equivalent units                                   | \$ 0   | 11/08/2004                           |  | A                              | 983   | 08/08/1988   | 08/08/1988      | Common Stock (\$1 par value) <sup>(3)</sup>                   | 983                        |
| Non-Qualified Stock Option (right to buy) <sup>(4)</sup> | \$ 18.0313   |                                      |  |                                |   | 11/13/1996   | 11/12/2005      | Common Stock (\$1 par value)                                  | 4,000                      |
| Non-Qualified Stock Option (right to buy) <sup>(4)</sup> | \$ 25.8438   |                                      |  |                                |   | 11/11/1997   | 11/12/2006      | Common Stock (\$1 par value)                                  | 6,000                      |
| Non-Qualified Stock Option (right to buy) <sup>(4)</sup> | \$ 31.5  |                                      |  |                                |   | 11/14/2001   | 11/14/2010      | Common Stock (\$1 par value)                                  | 6,000                      |
| Non-Qualified Stock Option (right to buy) <sup>(4)</sup> | \$ 34.6  |                                      |  |                                |   | 11/13/2002   | 11/13/2011      | Common Stock (\$1 par value)                                  | 6,000                      |
| Non-Qualified Stock Option (right to buy) <sup>(4)</sup> | \$ 34.7813   |                                      |  |                                |   | 11/11/1998   | 11/11/2007      | Common Stock (\$1 par value)                                  | 6,000                      |

|  |            |            |            |                                    |       |
|--|------------|------------|------------|------------------------------------|-------|
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(4) | \$ 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>(4) | \$ 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>(4) | \$ 45.275  | 11/12/2003 | 11/12/2012 | Common<br>Stock (\$1<br>par value) | 6,000 |
| Non-Qualified<br>Stock Option<br>(right to buy)<br>(4) | \$ 49.75   | 11/11/2004 | 11/11/2013 | Common<br>Stock (\$1<br>par value) | 6,000 |

## 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: Deborah K. Miller, Attorney-in-Fact For: Herbert M. Baum  
11/09/2004

\_\_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 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.
- (2) Shares held by the reporting person in street name.  
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 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.
- (4) This option was awarded pursuant to the Meredith Corp. Stock Plan for Non-employee Directors 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.