

MEREDITH CORP  
Form 4  
November 10, 2004

**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  
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2005  
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(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)  
**11/09/2004**

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

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 Underlying Security (Instr. 3 and 4)	Amount or Number of Shares
				Code	V	(A)	(D)	
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 51.975	11/09/2004		A		6,000	11/09/2005 11/09/2014	Common Stock (\$1 par value) 6,000
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 18.0313						11/13/1996 11/12/2005	Common Stock (\$1 par value) 4,000
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 25.8438						11/11/1997 11/12/2006	Common Stock (\$1 par value) 6,000
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 31.5						11/14/2001 11/14/2010	Common Stock (\$1 par value) 6,000
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 34.6						11/13/2002 11/13/2011	Common Stock (\$1 par value) 6,000
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 34.7813						11/11/1998 11/11/2007	Common Stock (\$1 par value) 6,000
Non-Qualified Stock Option (right to buy) <u>(3)</u>	\$ 36.7188						11/09/2000 11/09/2009	Common Stock (\$1 par value) 6,000
	\$ 39.0313						11/10/1999 11/10/2008	6,000

Non-Qualified Stock Option (right to buy) (3)					Common Stock (\$1 par value)	
Non-Qualified Stock Option (right to buy) (3)	\$ 45.275		11/12/2003	11/12/2012	Common Stock (\$1 par value)	6,0
Non-Qualified Stock Option (right to buy) (3)	\$ 49.75		11/11/2004	11/11/2013	Common Stock (\$1 par value)	6,0
Stock equivalent units	\$ 0		08/08/1988	08/08/1988	Common Stock (\$1 par value) (4)	8,9

## Reporting Owners

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

## Signatures

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

11/10/2004

\_\_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 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 and becomes exercisable in three equal annual installments, commencing on the first anniversary of the date of grant.

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.

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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