

MEREDITH CORP  
Form 4  
November 09, 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  
Number: 3235-0287  
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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)  
**11/08/2004**

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock (Restricted) (\$1 par value) (1)	11/08/2004		D		983	D	\$ 0
Common Stock (\$1 par value) (2)							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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock equivalent units	\$ 0	11/08/2004		A		404		08/08/1988	08/08/1988	Common Stock (\$1 par value) (3)	404
Stock equivalent units	\$ 0	11/08/2004		A		983		08/08/1988	08/08/1988	Common Stock (\$1 par value) (3)	983
Non-Qualified Stock Option (right to buy) (4)	\$ 18.0313							11/13/1996	11/12/2005	Common Stock (\$1 par value)	4,000
Non-Qualified Stock Option (right to buy) (4)	\$ 25.8438							11/11/1997	11/12/2006	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (4)	\$ 31.5							11/14/2001	11/14/2010	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (4)	\$ 34.6							11/13/2002	11/13/2011	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (4)	\$ 34.7813							11/11/1998	11/11/2007	Common Stock (\$1 par value)	6,000

Non-Qualified Stock Option (right to buy) (4)	\$ 36.7188	11/09/2000	11/09/2009	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (4)	\$ 39.0313	11/10/1999	11/10/2008	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (4)	\$ 45.275	11/12/2003	11/12/2012	Common Stock (\$1 par value)	6,000
Non-Qualified Stock Option (right to buy) (4)	\$ 49.75	11/11/2004	11/11/2013	Common Stock (\$1 par value)	6,000

## 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: 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.