

MEREDITH CORP  
Form 4  
August 04, 2005

**FORM 4**

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

OMB APPROVAL

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

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 \*  
**KERR WILLIAM T**

(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)  
**08/03/2005**

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)  
**Chairman & CEO**

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 (A) or (D) Price		
Common Stock (\$1 par value) <u>(1)</u>	07/11/2005		G	V	6,742	D	\$ 0 139,789
Common Stock (\$1 par value) <u>(1)</u>	08/03/2005		M		25,000	A	\$ 20.3125 164,789
Common Stock (\$1 par value) <u>(1)</u>	08/03/2005		F		16,104	D	\$ 49.27 148,685

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Common Stock (\$1 par value) <u>(1)</u>	08/03/2005	S	11,194	D	<u>2</u>	137,491	D	
Common Stock (\$1 par value) <u>(3)</u>						5,736	I	by Managed Account
Common Stock (\$1 par value)						95,917	I	by Partnership
Common Stock (\$1 par value)						15,000	I	by Spouse

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

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SEC 1474  
(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 Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am Nun Sha
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 20.3125	08/03/2005		M	25,000	08/14/2001	08/13/2006	Common Stock (\$1 par value)	23
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 21.0938					07/01/2001	06/30/2006	Common Stock (\$1 par value)	11
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 25.3905					08/14/2001	08/13/2006	Common Stock (\$1 par value)	58
	\$ 26.0313					01/02/2002	01/01/2007		23

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Non-Qualified Stock Option (right to buy) <u>(4)</u>				Common Stock (\$1 par value)	
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 26.3672		07/01/2001 06/30/2006	Common Stock (\$1 par value)	58
Non-Qualified Stock Option (right to buy) <u>(5)</u>	\$ 28.0625		08/09/2008 08/08/2010	Common Stock (\$1 par value)	75
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 28.0625		08/09/2001 08/09/2010	Common Stock (\$1 par value)	10
Non-Qualified Stock Option (right to buy) <u>(6)</u>	\$ 29.875		08/12/2000 08/12/2007	Common Stock (\$1 par value)	85
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 32.539		01/02/2002 01/01/2007	Common Stock (\$1 par value)	11
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 33.1563		08/11/2000 08/11/2009	Common Stock (\$1 par value)	10
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 34.8		08/08/2002 08/08/2011	Common Stock (\$1 par value)	12
Non-Qualified Stock Option (right to buy) <u>(4)</u>	\$ 39.05		08/13/2003 08/13/2012	Common Stock (\$1 par value)	15
Non-Qualified Stock Option (right to buy) <u>(7)</u>	\$ 46.165		08/12/2006 08/12/2013	Common Stock (\$1 par value)	17
Non-Qualified Stock Option (right to buy) <u>(8)</u>	\$ 46.165		08/12/2011 08/13/2013	Common Stock (\$1 par value)	17
	\$ 49.97		08/10/2007 08/10/2014		19

Non-Qualified Stock Option (right to buy) <u>(7)</u>					Common Stock (\$1 par value)
Stock equivalent units	\$ 0		08/08/1988	08/08/1988	Common Stock (\$1 par value) <u>(9)</u>

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KERR WILLIAM T 1716 LOCUST STREET DES MOINES, IA 50309-3023	X		Chairman & CEO	

## Signatures

By: John S. Zieser, by Power of Attorney For: William T. Kerr  
Date: 08/04/2005

\_\_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 sold on open market at a range of \$49.20 to \$49.28.
- (3) Shares attributed to the reporting person's Meredith Corporation Savings and Investment Plan account. Quarterly dividends on these shares are paid in the form of additional Common Stock, \$1 par value.
- (4) This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and becomes exercisable in three equal annual installments, commencing on the first anniversary of the date of grant.  
This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and will become exercisable in full August 9, 2008.
- (5) Graduated percentages of the option, however, will become exercisable August 13, 2003, if specified EPS growth targets set forth in Exhibit A to the Nonqualified Stock Option Award agreement are met.  
This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and will become exercisable in full February 12, 2007.
- (6) Graduated percentages of the option, however, will become exercisable August 12, 2000, if specified EPS growth targets set forth in Exhibit A to the Nonqualified Stock Option Award agreement are met.
- (7) This option was granted pursuant to the Meredith Corp. Stock Incentive Plans and becomes exercisable in its entirety on the third anniversary of the date of grant.  
This option was granted pursuant to the '96 Meredith Corp. Stock Incentive Plan and will become exercisable in full on August 12, 2011.
- (8) Graduated percentages of the option, however, will become exercisable on August 12, 2006, if specified EPS growth targets set forth in Exhibit A to the Nonqualified Stock Option Award agreement are met.  
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 deferred compensation 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 Meredith Corp. employment. 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.
- (9)

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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