

All Recipes

(Updated 6/2023)

Allrecipes.com®, the world's largest digital food brand, can now be enjoyed as an exciting new lifestyle magazine published by Dotdash Meredith. All Recipes magazine energizes home cooks with the confidence they can accomplish their everyday cooking goals - no matter the size or scope!

Gender:
89% Female/9% Male

Source:
DMS/DTP/Inserts

Counts and Rates:

689,437	Total Universe	\$115/M
689,437	Active Subscribers	\$115/M
20,571	1 Mo Hotline	+\$17/M
115,515	3 Mo Hotline	+\$12/M
41,481	Change of Address	+\$12/M
	Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

All Recipes is a global, multiplatform brand providing insights into the lives of women everywhere based on activity from 18 websites, 16 mobile apps, 14 eBooks, and now an all new magazine serving 23 countries in 12 languages. All Recipes magazine will serve as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, everyday and holiday meal solutions and practical cooking tips. Originally founded on the concept of sharing cookie recipes, All Recipes has become the most popular recipe-sharing site in the world with over 750 million visits annually and now a print publication to further extend its reach to the everyday cooking enthusiast.

These female consumers are married, working women aged 25-54 who are the primary household decision makers. Forty percent have children living at home. They entertain monthly and in doing so

Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
Change of Address	\$12/M
DTP/DMS	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Engagement Scores	\$16/M
Lifestyle Interests	\$16/M
Net Name (50M or more)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

Contact:

Monique Adams, List Manager

E-mail: MoAdams@AudienceFirstMedia.com

Linda Amaral, Sales

Phone: (410) 721-5700 Ext. 2330

E-mail: lamaral@audiencefirstmedia.com

Please send list clearances & orders to:

orders@AudienceFirstMedia.com

All processed orders cancelled before mail date will incur a \$100 selection, and shipping charges. Orders cancelled after the mail date incur full charges.