

American Patchwork & Quilting

(Updated 5/2023)

Published by Dotdash Meredith, Better Homes and Gardens American Patchwork & Quilting® celebrates the art of quilt making like no other publication!

Gender: 88% Female/12% Male	Source: 78% DMS/74% DTP
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Counts and Rates:

40,257	Total Universe	\$115/M
40,257	Active Subscribers	\$115/M
12,467	3 Mo Hotline	+\$12/M
21,592	6 Mo Hotline	+\$9/M
60,331	Total COA	+\$12/M
	Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

These quilters respond to direct mail offers and love to receive quilting, crafts, or sewing magazines, patterns and kits, and country-related publications. These women also enjoy a wide variety of crafts and take pleasure in decorating their homes, working in their kitchens, and beautifying their yards - Perfect for Apparel Catalogs, Home Furnishings, Jewelry, Kitchen and Household Items, Outdoor and Gardening Supplies, and Lifestyle Publications.

DEMOGRAPHICS:

Median Age 53
 Median Income \$78,000
 Median Home Value \$195,000
 Own a Home 96
 Married 79%

Selections:

3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Change of Address	\$12/M
DTP/DMS	\$12/M
Paid (98%)	\$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
3 rd Party Blow-In	\$10/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 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.