

Coastal Living

(Updated 6/2023)

Coastal Living (QUARTERLY), is the authority on all things coastal, from home design and travel ideas to easy recipes, breezy beauty and fashion tips.

Gender:

89% Female/9% Male

Source:

Direct Mail Sold

Counts and Rates:

39,559	Total Universe	\$115/M
39,559	Active Subscribers	\$115/M
20,571	Active DTP Subscribers	+\$12/M
7,262	3 Mo Hotline	+\$12/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Each issue is filled with decorating ideas that bring a breath of the shore inside readers' homes; local color from favorite waterfront communities; dream destinations; tempting seafood and other recipes; the best in coastal news, products, and events; and much more. Coastal Living introduces readers to homes, destinations, activities, and people along the Atlantic, Pacific, and Gulf shores of North America. Hawaii, Alaska, coastal Canada and Mexico, as well as the multi-national Caribbean islands and U.S. Great Lakes are included also.

Coastal Living subscribers are a diverse, affluent audience of both coastal and inland dwellers but all have a passion for life on the water.

Selections:

3 Mo Hotline	\$12/M
Change of Address	\$12/M
Source	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Product Selects	\$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.

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Please send list clearances & orders to:

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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.