

## Do it Yourself Magazine

(Updated 6/2023)

Published by Dotdash Meredith, Do It Yourself Magazine® gives readers time and money-saving help for all remodeling, decorating, and outdoor living projects.

<b>Gender:</b> 84% Female/11% Male	<b>Source:</b> 83% DTP/82% DMS
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### Counts and Rates:

74,578	Total Universe	\$115/M
74,578	Active Subscribers	\$115/M
7,405	3 Mo Hotline	+\$12/M
15,833	6 Mo Hotline	+\$9/M
5,700	12 Mo COA	\$115/M
	Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

When home improvement enthusiasts seek ideas and inspiration, they find it within the pages of the monthly DO IT YOURSELF magazine. DO IT YOURSELF contains tips and suggestions on how to spruce up the garden, use paper, paint, and fabric creatively, and decorate or renovate a favorite corner of the house. Readers enjoy the eye-catching photography and detailed, step-by-step instructions that accompany each article. Mostly women, this audience is attracted to family and home offers.

These high-quality do-it-yourselfers respond to offers for: Crafts, Gardening and Outdoor, Gifts, Home Furnishings and Décor, Kitchen and Culinary, Lifestyle and Shelter Publications, and Tools and Building Supplies.

### Selections:

3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
DTP/DMS	\$12/M
Paid (100%)	\$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 <sup>rd</sup> 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.

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