

## Dotdash Meredith Annual Cookbook Buyers

(Updated 6/2023)

Dotdash Meredith® publishes many annual recipe cookbooks that buyers hunger for year-after-year.

**Gender:**  
98% Female/22% Male

**Source:**  
Direct Mail Sold

### Counts and Rates:

168,905	Total Universe	\$115/M
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104,533	2022 Book Buyers	\$115/M
64,300	2020-2021 Book Buyers	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Featuring hot new authors and well-known publication brands, these cookbooks offer hundreds of mouth-watering recipes. Ranging from easy-to-make family meals to healthy diet dishes to gourmet specialties for a romantic dinner for two, Dotdash Meredith Annual Cookbook Buyers appeal to all types of cooks. Tried and true tips, shortcuts, and secrets from the Dotdash Meredith test kitchens keep these home chefs coming back for more each year.

#### Titles Include:

Better Homes & Gardens Annual Recipes  
Celebrate the Season / Christmas from the Heart  
Christmas from Southern Living  
Cooking Light Cookbook  
Eat Healthy Lose Weight  
Food & Wine: Cook Book / Wine Book / Cocktails  
Southern Living Annuals

### Selections:

Paid	\$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:

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Please send list clearances & orders to:

[orders@AudienceFirstMedia.com](mailto: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.