

Dotdash Meredith Book Buyers Masterfile

(Updated 6/2023)

Dotdash Meredith® publishes many annual recipe, cooking, and lifestyle books that buyers purchase year-after-year. Now all of these books have been merged and de-duped to present an expansive universe of Dotdash Meredith book buyers. Featuring hot new authors and well-known publication brands, they offer thousands of mouth-watering recipes and lifestyle trends.

Gender:
98% Female/22% Male

Source:
Direct Mail Sold

Counts and Rates:

233,020	Total Universe	\$115/M
233,020	Total Book Buyers	\$115/M
162,344	2022 Book Buyers	\$115/M
52,074	2021 Book Buyers	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Reach America's most active culinary & lifestyle enthusiasts. They enjoy all types of cooking ideas - low fat, ethnic, healthy, and easy preparations. They look for cookbooks, cooking magazines, kitchenware, chefs' gadgets, gourmet foods, gifts, hobby & lifestyle products.

This list includes:

American Patchwork & Quilting Calendar
 Better Homes and Gardens® Annual Recipes
 Better Homes and Gardens® Eat Healthy Lose Weight
 BHG - Quilt Lover's Favorites
 Celebrate the Season
 Christmas from the Heart
 Christmas with Southern Living
 Cooking Light® Cookbooks
 Food & Wine® Cookbook, Wine Book, Cocktails
 Southern Living® Annual Recipes & Cookbooks

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

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.