

Dotdash Meredith Book Buyers Masterfile

(Updated 6/2023)

Published by Dotdash Meredith, these book buyers are annual hard-back books featuring full page color photographs and patterns to help transform the everyday home into a Holiday decorator's showplace.

Gender:
98% Female/22% Male

Source:
Direct Mail Sold

Counts and Rates:

99,392	Total Universe	\$115/M
99,392	Total Book Buyers	\$115/M
66,097	2022 Book Buyers	+ \$9/M
33,600	2020-2021 Book Buyers	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Dotdash Meredith Christmas Book Buyers provides wonderful Christmas culinary ideas as well as clever holiday craft projects the whole family can enjoy. Most buyers place orders each year for these popular Christmas guides to help them create a memorable holiday season for family and friends.

These annual mail order book buyers present a great audience for Holiday offers throughout the year. They also respond to general crafts, cook book, and merchandise offers!

TITLES include:

Celebrate the Season
 Christmas from the Heart
 Christmas with Southern Living

Selections:

DMS	\$12/M
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:

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.