

Dotdash Meredith Database – Catalog Buyers

(Updated 6/2023)

In order to make its subscriber files more responsive for cataloger, Dotdash Meredith® has appended transaction level recency, frequency and amount spent (RFM) data to its masterfile of home and family titles which is available for selection and/or modeling. This data will significantly impact the success of consumer marketing campaigns, especially in the catalog arena.

Gender:
79% Female/17% Male

Source:
Direct Mail Sold

Counts and Rates:

5,455,000	Total Universe	\$115/M
	1 Mo Hotline	+\$17/M
	3 Mo Hotline	+\$12/M
	6 Mo Hotline	+\$9/M
	Purchase Behavior by Category	+\$16/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Dotdash Meredith has made a significant investment in an effort to make its list products more catalog-friendly. This RFM data provides a significant lift in response for consumer marketers and niche catalog mailers alike.

This file includes the subscribers of: All Recipes®, American Patchwork & Quilting®, Better Homes and Gardens®, Coastal Living®, Cooking Light®, Country Home®, Do It Yourself®, Food & Wine®, Midwest Living®, People®, People Royals®, Real Simple®, Southern Living®, Traditional Home®, Travel + Leisure®, and Wood® (+ Meredith Book Buyers)

CATALOG SELECTS

Apparel - 16,500,000	
Auto Accessories - 1,492,000	
Children's Products - 5,394,000	
Collectibles - 4,770,000	
Continuity/Memberships - 1,719,000	
Cosmetics - 1,390,000	
Crafts - 1,371,000	Homecare - 1,594,000
Electronics - 1,218,000	Home Furnishings - 12,077,000
Gardening - 1,607,000	Jewelry - 2,620,000
Gifts - 3,406,000	Music/Video - 916,000
Health - 1,845,000	Pets - 1,638,000
Health/Nutrition - 2,397,000	Sports - 4,065,000
	Travel - 885,287
	Value Priced Merchandise - 7,000,000

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
3 rd 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.

Contact:
Monique Adams, List Manager
E-mail: MoAdams@AudienceFirstMedia.com

Linda Amaral, Sales
Phone: (410) 721-5700 Ext. 2330
E-mail: amaral@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.