

## Dotdash Meredith Database – Custom Modeling

(Updated 6/2023)

Dotdash Meredith® has provided effective statistical modeling services to qualified clients for over 20 years. Their experienced staff of analysts employ proven statistical tools and techniques to create the lift needed to make marginal lists perform more profitably. All their statistical services are initiated by matching 100,000 of your best direct mail responsive customers to the Dotdash Meredith Database.

**Gender:**  
79% Female/17% Male

**Source:**  
Direct Mail Sold

### Counts and Rates:

90,000,000	Total Universe	\$115/M
	Scoring Change	+\$25/M
	Post Selects (Each)	+\$10/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

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)

### TYPES of MODELS

#### 1- Good Customer Match (Profile) Regression Model

Send a file of 100M best customers to Meredith. Meredith will match your best customers to its file and first use decision tree analysis to develop a customized universe from the Meredith Database that is more targeted for your product. They then use a regression analysis on this universe to determine which variables are the best predictors for identifying Meredith subscribers that "look like" your best customers. A scoring equation is developed which is used to select names for roll out. A detailed model report, including model variables, gains chart, and ordering recommendations, will be provided upon completion of the build. **Turnaround time for model build: 5-6 weeks**

#### 2- Mail/Match Model

Send the mail files from some recent campaigns with responses flagged and, if appropriate, donation or order amount. Meredith recommends sending mail files with at least 20,000 responders in order to have enough for modeling. These files are matched to the Meredith Database and a decision tree analysis is first used to develop a customized universe that has an improved response rate. Then a regression model is built to determine which variables are the best predictors for identifying responders. If supplied, Meredith will also incorporate donation or order amount into the modeling process in order to effectively maximize both performance measurements. A scoring equation is developed which is used to select names for roll out. A detailed model report, including model variables, gains chart, and ordering recommendations, will be provided upon completion of the build. **Turnaround time for model build: 5-6 weeks**

### Selections:

Scoring Change	\$25/M
ZIP Select (4 or more)	\$15/M
Post Selects (Each)	\$10/M

### Addressing (flat fee):

FTP/Email	\$65/F
-----------	--------

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](mailto:MoAdams@AudienceFirstMedia.com)

Linda Amaral, Sales  
Phone: (410) 721-5700 Ext. 2330  
E-mail: [lamaral@audiencefirstmedia.com](mailto:lamaral@audiencefirstmedia.com)

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.