

Dotdash Meredith Database – Email Masterfile

(Updated 6/2023)

CUSTOM CLIENT EMAIL: Subscribers and buyers of books and magazines have been identified with an opt-in email address through Dotdash Meredith's email partner. Leverage their data and over 2 million partner email addresses to build a custom audience to target your client's best customer. *** Comes directly from marketer and NOT branded by Dotdash Meredith CO-BRANDED EMAIL: These consumers have engaged and opted-in with Dotdash Meredith digital properties and have raised their hand to receive 3rd party partner offers and messages associated with the Dotdash Meredith brands they know and trust. *** Comes from the Dotdash Meredith Brand selected *** No Selects Available, Brand Audience Only

Gender:
80% Female/18% Male

Source:
Direct Mail Sold

Counts and Rates:

2,150,000	Total Universe	\$150/M
2,150,000	Custom Client Email	\$150/M
	Active Subscribers	
3,700,000	Co-branded Email	\$150/M
	Active Subscribers	
	Creative Fee (Per Creative)	+\$300/F
	Deployment Fee	+\$300/F
	Suppression File (optional)	+\$275/F

CO-BRANDED EMAIL: These consumers have engaged and opted-in with Dotdash Meredith digital properties and have raised their hand to receive 3rd party partner offers and messages associated with the Dotdash Meredith brands they know and trust.

***** Comes from the Dotdash Meredith Brand selected *****

***** No Selects Available, Brand Audience Only**

This file includes the subscribers/digital consumers 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)

Selections:

Creative Fee	\$300/F
Suppression File (optional)	\$275/F
Source	\$12/M
Paid	\$12/M
Gender	\$9/M
State/SCF/Zip	\$10/M
Zip Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Product Selects	\$16/M

Addressing (flat fee):

Deployment Fee	\$300/F
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Minimum Order: 40,000

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.

EMAIL COUNTS: CUSTOM CLIENT

83,583 American Patchwork & Quilting
180,000 All Recipes magazine
2,208,400 Better Homes and Gardens
10,000 Country Home
80,000 Do It Yourself
146,000 EatingWell
247,796 Entertainment Weekly
123,000 Food & Wine
188,536 Health
169,000 In Style
350,000 Martha Stewart Living
383,120 Midwest Living
219,907 Parents
445,750 People
277,000 Real Simple
419,000 Southern Living
172,000 Travel + Leisure
179,482 Wood

EMAIL COUNTS: CO-BRANDED

All Recipes magazine
207,766 Better Homes and Gardens
EatingWell
Entertainment Weekly
Food & Wine
Health
In Style
755,159 Martha Stewart Living
62,721 Midwest Living
308,218 Parents
People
Real Simple
Southern Living
Travel + Leisure
160,614 Wood

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