

## Dotdash Meredith Database – Engagement Scores *(Updated 6/2023)*

Dotdash Meredith Engagement Scores® include only those customers that have scored at least a "4" or higher on the Dotdash Meredith composite interest index. To qualify for this score, these customers have completed multiple transactions within a specific niche market including but not limited to: subscribed to one or more magazines within the market category, purchased one or more books on the topic, visited one or more websites on the particular topic and/or completed a billing survey indicating their high interest in this area. Enhanced data is also used as one of the metrics for creating a customer's total score.

<b>Gender:</b> 79% Female/17% Male	<b>Source:</b> Direct Mail Sold
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### Counts and Rates:

7,499,000	Total Universe	\$115/M
	Engagement Scores	+\$16/M
	1 Mo Hotline	+\$17/M
	3 Mo Hotline	+\$12/M
	6 Mo Hotline	+\$9/M
	Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Knowledge of the home and family market forms the cornerstone of Dotdash Meredith. They publish a variety of magazines focused on creating a better home life for millions of Americans. From growing families to new movers to the wealthiest households in America, this database provides unrivaled access to the most important niches in consumer direct marketing.

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)

### Selections:

Engagement Scores	\$16/M
1 Mo Hotline	\$17/M
3 Mo Hotline	\$9/M
DMS/DTP/Paid	\$12/M
Gender	\$9/M
State/SCF/Zip	\$10/M
Zip Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Net Name (50,000 Min)	@85/8.50

### Addressing (flat fee):

Key Coding	\$3.50/M
Email/FTP	\$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:  
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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.

**ENGAGEMENT SCORE SELECTS:**

Apparel Mens	1,208,707
Apparel Womens	3,809,343
Collectibles	2,929,562
Computers	9,019,000
Contributor	5,206,000
Cooking	5,484,600
Crafts	4,098,000
Cats	2,624,799
Dogs	3,584,879
Do It Yourself	2,035,000
Finance	3,349,000
Gardening	3,415,435
General Merchandise	2,354,000
Golfing	136,000
Health & Fitness	8,440,000
Healthy Cooking/Nutrition	2,513,000
Hi-Tech Electronics	7,084,000
Holiday	632,000
Home Decor	1,716,000
Home Electronics	7,343,000
Music & Video	795,000
Needlework/Cross Stitch	972,000
Outdoor	1,919,000
Read Books	1,610,000
Quilting	1,250,000
Sweepstakes	4,457,000
Travel	3,330,000
Woodworking	873,000

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