

## Dotdash Meredith Database – Enhanced Masterfile *(Updated 6/2023)*

Subscribers and buyers of books and magazines published by Dotdash Meredith® have been merged and enhanced to provide a slice of lifestyle for every niche consumer marketer.

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

**Source:**  
Direct Mail Sold

### 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. Dedicated to building enduring relationships with its devoted customer base, it publishes 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, the Dotdash Meredith Masterfile provides unrivaled access to the most important niches in consumer direct marketing. The 10 million active subscribers and buyers of Dotdash Meredith magazines, books, and craft products comprise America's richest resource of home-and-family consumers.

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:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
3 Mo Change of Address	\$12/M
Enhancements/Lifestyle Interests	\$16/M
DMS/DTP	\$12/M
Paid	\$12/M
Gender	\$9/M
State/SCF/Zip	\$10/M
Zip Select (4 or more areas)	\$15/M
Age	\$16/M
Income	\$16/M
3 <sup>rd</sup> Party Blow-In	\$10/M

### 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:  
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.

**Age**

537,634	18-24
2,087,310	25-34
2,650,624	35-44
6,507,017	45-64
4,239,139	65+

**Income**

3,214,977	0-29,999
2,344,755	30,000-49,999
2,807,646	50,000-74,999
4,206,648	75,000-124,999
3,450,000	125,000+

**Lifestyle Interest**

76,837	Arts
6,752,000	Avid Music Listener
4,337,704	Bible Devotional
123,352	Cat Owners
2,928,562	Collectibles
152,685	Dog Owners
2,354,226	General Merchandise
5,838,406	Home Improvement
3,349,658	Investing/Finance
1,208,707	Men's Apparel
2,643,388	Video Buyers
5,484,668	Wines/Gourmet Foods
3,809,343	Women's Apparel

**Travel**

6,745,828	US
2,421,650	Foreign
3,375,497	Rec. Vehicles
3,051,675	Cruises

**Hobbies/Crafts**

2,318,642	Photography
873,926	Woodworking
74,000	Board Games/Puzzles
4,098,567	Crafts
18,130	Sewing/Knit/Needlework

**Reading**

11,000,000	General Reading
1,299,631	Religious/Inspirational
384,179	Science Fiction
14,204,439	Magazines

**Health/Exercise**

8,440,429	Health & Fitness
5,211,868	Dieting / Weight Loss
1,876,835	Walking
349,234	Running/Jogging

**Sports**

966,987	Auto/Moto Racing
2,460,531	Football
1,635,217	Baseball
1,475,090	Basketball
3,726	Tennis
1,122,901	Golf
494,088	Hockey
110,182	Soccer
149,043	Skiing
514,400	Equestrian

**Computer/Electronics**

11,073,009	Home Computer owner
10,348,471	Internet/Online Service
164,416	Cell Phones

**Outdoors**

2,000,000	Fishing
3,500,000	Camping/Hiking
2,500,000	Hunting/Shooting

**Home Décor**

4,375,319	Home Furnishings/Decor
3,415,435	Gardening

**Ethnicity**

965,122	African American
220,995	Asian
796,019	Hispanic
225,426	Jewish

**Political Views**

329,824	Republican
298,573	Democratic

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