

Dotdash Meredith Database – Ethnic Masterfile

(Updated 6/2023)

The Dotdash Meredith - Ethnic Masterfile brings together subscribers in the Meredith family of publishing titles, that have been overlaid with demographic and lifestyle data to be able to target the right ethnicity for your specific offer. African American, Asian, Hispanic, European, Spanish Speaking, and more!

Gender:
79% Female/18% Male

Source:
Direct Mail Sold

Counts and Rates:

2,455,000	Total Universe	\$115/M
615,197	Total Subscribers – African American	\$115/M
71,000	1 Mo African American Subscribers	+\$17/M
170,500	3 Mo African American Subscribers	+\$12/M
553,000	Total Subscribers – Hispanic	\$115/M
383,500	Total Subscribers – Spanish Speaking	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

African American, Asian, Hispanic, European, Spanish Speaking, and more!

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
Product/Lifestyle Interests	\$16/M
DMS	\$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
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

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.