

## Dotdash Meredith Database – Gift Givers

(Updated 6/2023)

The Dotdash Meredith Gift Givers file is a combined and unduplicated list of gift givers across all of the Dotdash Meredith family of publishing titles. These active and generous subscribers have given a gift of one or more subscriptions to any of the renown Dotdash Meredith magazine brands.

**Gender:**  
79% Female/18% Male

**Source:**  
Direct Mail Sold

### Counts and Rates:

1,043,000	Total Universe	\$115/M
1,043,000	Gift Givers	\$115/M
85,000	1 Mo Gift Givers	+\$17/M
230,000	3 Mo Gift Givers	+\$12/M
450,000	6 Mo Gift Givers	+\$9/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

These active and generous subscribers have given a gift of one or more subscriptions to any of the renown Dotdash Meredith magazine brands.

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/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:  
 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.

**MEREDITH GIFT GIVERS**

15,000	American Patchwork & Quilting®
160,000	All Recipes®
721,000	Better Homes and Gardens®
29,000	Country Gardens®
19,000	Diabetic Living®
13,000	Do It Yourself®
40,000	Eating Well®
11,000	Entertainment Weekly®
303,000	Family Circle®
15,000	Food & Wine®
11,000	Health®
93,000	Martha Stewart Living®
75,000	Midwest Living®
20,000	Money®
10,000	Parents®
25,000	People®
71,000	Rachael Ray Every Day®
28,000	Real Simple®
20,000	Shape®
147,000	Southern Living®
58,000	Sports Illustrated®
45,000	Time®
63,300	Traditional Home®
32,000	Wood®

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