

Dotdash Meredith Database – Health & Fitness

(Updated 6/2023)

Subscribers and buyers of books and magazines published by Dotdash Meredith® have been merged and enhanced to identify those with a passion for staying fit and healthy. Dotdash Meredith offers mailers the ability to fine-tune their target audience by offering the niche selects of health/natural foods and diet/weight control available for selection. This is a natural for herbs & vitamins, fitness equipment, diet programs, health publications and newsletters, pain relievers, athletic apparel and accessories, and self improvement offers.

Gender:
79% Female/17% Male

Source:
Direct Mail Sold

Counts and Rates:

4,984,000	Total Universe	\$115/M
3,550,000	Health/Fitness	\$115/M
2,100,000	Healthy Cooking/Nutrition	+\$16/M
1,900,000	Diet/Weight Control	+\$16/M
	1 Mo Hotline	+\$17/M
	3 Mo Hotline	+\$12/M
	6 Mo Hotline	+\$9/M
	3 Mo COA	+\$12/M
	Expires	\$75/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)

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.

Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Health/Fitness	\$16/M
Healthy Cooking/Nutrition	\$16/M
Diet/Weight Control	\$16/M
Change of Address	\$12/M
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
3 rd Party Blow-In	\$10/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.