

## Dotdash Meredith Database – Masterfile

(Updated 6/2023)

Subscribers and buyers of books and magazines published by Dotdash Meredith® have been merged to identify slices of lifestyle for all consumer marketers. From growing families to new movers to the wealthiest households in America, the Dotdash Meredith Database Masterfile provides unrivaled access to the most important niches in consumer direct marketing. The 10 million active subscribers and buyers of magazines, books, and craft products comprise America's richest resource of home and family consumers.

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

**Source:**  
Direct Mail Sold

### Counts and Rates:

7,499,000	Total Universe	\$115/M
515,802	1 Mo Hotline	+\$17/M
1,299,996	3 Mo Hotline	+\$12/M
3,266,870	6 Mo Hotline	+\$9/M
163,005	3 Mo COA	+\$12/M
	Gift Givers	+\$17/M
	Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

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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)

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Please send list clearances & orders to:

[orders@AudienceFirstMedia.com](mailto:orders@AudienceFirstMedia.com)

### Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Gift Givers	\$17/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
3rd 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.

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.