

Dotdash Meredith Database – New Movers Masterfile

(Updated 6/2023)

Subscribers to the Dotdash Meredith® family of magazines who have reported their new move to Dotdash Meredith directly.

Gender:

79% Female/17% Male

Source:

Direct Mail Sold

Counts and Rates:

800,000	Total Universe	\$115/M
800,000	12 Mo Change of Address	\$115/M
55,536	1 Mo Change of Address	+\$17/M
163,005	3 Mo Change of Address	+\$12/M
294,907	6 Mo Change of Address	+\$9/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

From growing families to the wealthiest households in America, the Dotdash Meredith New Movers Masterfile provides unrivaled access to new movers from the most important niches in consumer direct marketing.

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
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.

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.