

Dotdash Meredith Database – Seniors Masterfile

(Updated 6/2023)

The Dotdash Meredith Database Seniors Masterfile is a combined and unduplicated masterfile of Age 50+ subscribers. Dotdash Meredith Seniors subscribers (Age 50+) are a powerful audience of consumers at the peak of their careers and earning power and prime targets for a variety of products and services.

Gender:
79% Female/21% Male

Source:
Direct Mail Sold

Counts and Rates:

4,546,083	Total Universe	\$115/M
4,546,083	Active Subscribers (Age 50+)	\$115/M
346,008	1 Mo Hotline Subscribers	+\$17/M
889,441	3 Mo Hotline Subscribers	+\$12/M
2,008,329	6 Mo Hotline Subscribers	+\$9/M
	Age fee applies to all orders	+\$16/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

This masterfile is enhanced with demographic and lifestyle data for even better segmentation. Other senior age ranges also available to cater to your perfect customer audience! (Age 60+, 70+)

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
Product Selects/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.