

Dotdash Meredith Database – Wiland Modeling Program (Updated 6/2023)

Wiland Direct members can apply their models to Dotdash Meredith's subscriber universe to connect with their ideal customer type for highly successful multichannel campaigns. This opportunity is open to any participant in the Wiland Direct Database.

Gender:
79% Female/18% Male

Source:
Direct Mail Sold

Counts and Rates:

4,205,000	Total Universe	\$115/M
4,205,000	Active Subscribers	\$115/M
	Wiland Scoring Fee	+\$35/M
	(\$600/F Min Scoring Fee)	
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Models can be applied across the combined and unduplicated masterfile of Dotdash Meredith publications or on an Individual title. Names will also be delivered net of the mailer's house file providing incremental names to be applied at merge.

This is a great way for nonprofits, cataloguers, and out of category publishers to tap into these responsive consumers!

INCLUDES THE SUBSCRIBERS OF: Food & Wine®, People®, Real Simple®, Southern Living®, Travel + Leisure®

Selections:

Wiland Scoring Fee	\$35/M
Minimum Scoring Fee	\$600/F

Addressing (flat fee):	
FTP	\$65/F

Minimum Order: 17,500

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

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.