

Dotdash Meredith Health Cooking Book Buyers

(Updated 6/2023)

Dotdash Meredith Healthy Cooking Book Buyers are the go-to-guides for healthy and delicious eating for dieters. These books include more than 600 recipes for low-calorie versions of favorite foods such as burgers, lasagna, pizza, and cookies.

Gender:
95% Female

Source:
Direct Mail Sold

Counts and Rates:

9,424	Total Universe	\$115/M
9,424	Total Book Buyers	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

All of these recipes were tested in Dotdash Meredith® Test Kitchens, so you can feel confident that they work well and taste great. Inside you will find: the latest nutrition guidelines and information including diabetic exchanges, low-calorie holiday recipes for year-round celebrations, restaurant-style meals full of flavor, and shortcut meals for busy weeknights.

Mail order driven, they are a must test for general merchandise catalogs, publishing, home decor, health & fitness and non-profit offers!

TITLES include:
Cooking Light Annual Recipes
Eat Healthy Lose Weight

Selections:

DMS	\$12/M
Paid	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Engagement Scores	\$16/M
Lifestyle Interests	\$16/M

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

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.