

Dotdash Meredith Quilt Lovers' Book Buyers

(Updated 6/2023)

Target a responsive audience of Quilting enthusiasts from Dotdash Meredith Quilt Lover' Book Buyers! For these dedicated crafters, quilting is more than a hobby, it's a passion. Comprised of American Patchwork & Quilting® Calendar buyers and Quilt Lovers Favorites Annual book buyers, these crafty quilters enjoy crafts books and magazines as well as home decorating ideas and projects.

Gender:

90% Female/10% Male

Source:

Direct Mail Sold

Counts and Rates:

19,282	Total Universe	\$115/M
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15,376	2022 Book Buyers	\$115/M
4,000	2020-21 Book Buyers	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

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Mail order driven, they are a must test for general merchandise catalogs targeting female readers. Also an ideal source for consumer magazine/book offers as well as a wide variety of non-profit offers.

TITLES include:

American Patchwork & Quilting Calendar
Quilt Lovers Favorites Annuals

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.