

Eating Well

(Updated 6/2023)

FORMERLY Published by Dotdash Meredith, Eating Well® magazine is "WHERE GOOD TASTE MEETS GOOD HEALTH". *** CEASED PUBLICATION 4/1/22. NAMES THRU 3/22 ***

| | |
|--------------------|-----------------------|
| Gender: | Source: |
| 91% Female/9% Male | Direct Mail (DTP/DMS) |

Counts and Rates:

| | | |
|---------|-------------------------|---------|
| 811,794 | Total Universe | \$85/M |
| 811,794 | FORMER Subscribers | \$85/M |
| 107,993 | 3 Mo Former Subscribers | +\$12/M |
| 215,910 | 6 Mo Former Subscribers | +\$9/M |
| | Catalog Rate | \$65/M |
| | Fundraising Rate | \$60/M |

EatingWell offered subscribers delicious recipes, nutritional information, entertaining and informative food facts, insight and brilliant color images that whet the appetite and fuel an interest in truly great and healthy food.

These subscribers made up an audience of educated and affluent consumers with numerous interests in addition to their passion for good food and healthy living. This file works very well for a variety of offers including: publishing, epicurean, catalog, health, home gardening/decor, and fundraising!

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Selections:

| | |
|------------------------|----------|
| 3 Mo Former | \$12/M |
| 6 Mo Former | \$9/M |
| DTP/DMS | \$12/M |
| State/Zip/SCF | \$10M |
| Gender | \$9/M |
| ZIP Select (4 or more) | \$15/M |
| Age | \$16/M |
| Income | \$16/M |
| Lifestyle Interests | \$16/M |
| Net Name (50M Min) | @85/8.50 |

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.