

Food & Wine

(Updated 6/2023)

Food & Wine is the ultimate authority on the best of what's new in food, drink, travel, design and entertaining. Each issue explores all aspects of the epicurean lifestyle including cooking, entertaining, wine and food pairing, home decorating, travel, dining out, spirits, tabletop, kitchen appliances and equipment.

Gender:

64% Female/34% Male

Source:

Direct Mail Sold

Counts and Rates:

340,185	Total Universe	\$115/M
340,185	Active Subscribers	\$115/M
28,992	1 Mo Hotline	+\$17/M
98,729	3 Mo Hotline	+\$12/M
137,241	6 Mo Hotline	+\$9/M
84,722	Active DTP Subscribers	+\$12/M
146,928	Active DMS Subscribers	+\$12/M
5,700	6 Mo COA	+\$12/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Food & Wine subscribers are sophisticated individuals who enjoy epicurean pursuits and want to live and dine with style.

Food & Wine is enhanced with demographic and lifestyle data for even better segmentation.

E-mail addresses are available, see separate datacard.

Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Change of Address	\$12/M
DTP/DMS	\$12/M
Paid	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
Home/Business Address	\$10/M
ZIP Select (4 or more)	\$15/M
Adult Age/Child Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Product Selects	\$16/M
Net Name (50M or more)	@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.