

## Martha Stewart Living

(Updated 6/2023)

FORMERLY Published by Dotdash Meredith, Martha Stewart Living® is the inspirational must-have magazine for today's most responsive and influential women with true purchasing power. These readers are upper middle class, educated and sophisticated women who take extreme pride in their home and lifestyle. Martha Stewart Living provides them with fresh ideas that feed their passion for cooking, gardening, crafting, entertaining, home decorating and keeping a stylish and organized home. \*\*\* CEASED PUBLICATION 6/22. NAMES THROUGH 5/22 \*\*\*

### Gender:

75% Female/15% Male

### Source:

DTP

### Counts and Rates:

857,819	Total Universe	\$85/M
857,819	FORMER Subscribers	\$85/M
83,571	3 Mo Former Subscribers	+\$12/M
259,123	6 Mo Former Subscribers	+\$9/M
	Catalog Rate	\$65/M
	Fundraising Rate	\$60/M

Martha Stewart Living subscribers are the ideal prospects for other publishing offers including gardening, cooking, crafting, housekeeping and home decor. It is also the perfect fit for: catalogs, insurance, financial, health, non-profits, and upscale women's offers such as apparel, publishing and merchandise.

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### Selections:

3 Mo Former	\$12/M
6 Mo Former	\$9/M
DTP/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
Lifestyle Interests	\$16/M
Charitable Donors	\$16/M
Engagement Scores	\$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](mailto: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.