

## Midwest Living

(Updated 6/2023)

Life is Richer in the Midwest. Published by Dotdash Meredith, Midwest Living® celebrates the unique passions and pursuits of the powerful, affluent 12-state Midwest market.

<b>Gender:</b>	<b>Source:</b>
77% Female/23% Male	70% DTP/73% DMS

### Counts and Rates:

396,173	Total Universe	\$115/M
396,173	Active Subscribers	\$115/M
34,499	1 Mo Hotline	+\$17/M
52,276	3 Mo Hotline	+\$12/M
72,629	6 Mo Hotline	+\$9/M
29,763	12 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
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Engagement Scores	\$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](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.