

## Traditional Home

(Updated 6/2023)

Published by Dotdash Meredith, Traditional Home® QUARTERLY provides readers with ideas and inspiration in making their homes and their lives more enjoyable with timeless solutions.

<b>Gender:</b> 81% Female/19% Male	<b>Source:</b> 58% DTP, 63% DMS
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### Counts and Rates:

35,571	Total Universe	\$115/M
35,571	Active Subscribers	\$115/M
5,632	3 Mo Hotline	+\$12/M
13,237	6 Mo Hotline	\$115/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

These affluent readers have both an eye for design and an appreciation for the timeless sophistication of traditional style. The classic houses featured in TRADITIONAL HOME embodied the juxtaposition of worth and beauty within one's own personal living space. This upscale lifestyle magazine catered to aesthetically-refined readers with articles on updated classic decorating styles, antiques and collectibles, arts and artisans, travel and entertaining.

\*\*\* Now a QUARTERLY Publication

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### Selections:

3 Mo Hotline	\$12/M
DTP/DMS	\$12/M
Paid (89%)	\$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.

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.