

## The MediaPulse Report

Dec 31, 2010: 86 New media programs available, 63 consumer, 24 business

Today's MediaPulse report is sponsored by:



### New Consumer Media

#### [ALLURE MAGAZINE](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

565,670 Universe / Base Rate	\$110.00/M
565,670 Active Subscribers	\$110.00/M
64,223 30 Day Hotline Subscribers	+ \$17.00/M
153,400 3 Month Hotline Subscribers	+ \$14.00/M
229,536 6 Month Hotline Subscribers	+ \$9.00/M
315,333 12 Month Former Subscribers	\$70.00/M
11,953 3 Month Change of Address	+ \$14.00/M
21,152 Gift Givers	+ \$14.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Non Profit	\$80.00/M

Published by Conde Nast. Allure, the first and only magazine devoted to beauty, is an insider's guide to a woman's total image. Allure investigates and celebrates beauty and fashion with objectivity and candor, and places appearance in a larger cultural context.... [\[see full datacard\]](#)

#### [Architectural Digest Magazine](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

530,319 Universe / Base Rate	\$110.00/M
530,319 Active Subscribers	\$110.00/M
45,714 30 Day Hotline Subscribers	+ \$17.00/M
106,732 3 Month Hotline Subscribers	+ \$14.00/M
183,811 6 Month Hotline Subscribers	+ \$9.00/M
252,035 12 Month Former Subscribers	\$70.00/M
9,096 3 Month Change of Address	+ \$14.00/M
24,581 Gift Givers	+ \$14.00/M
7,904 Active Canadian Subscribers	\$125.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Nonprofit	\$80.00/M

Published by Conde Nast. Architectural Digest is the authority in design and architecture, providing a vision that stretches readers' imaginations and sets new benchmarks for the life they wish to live, whether just starting out or at the peak of achievement.... [\[see full datacard\]](#)

#### [Bon Appetit Magazine](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

984,825 Universe / Base Rate	\$110.00/M
984,825 Active Subscribers	\$110.00/M
117,427 30 Day Hotline Subscribers	+ \$17.00/M
211,234 3 Month Hotline Subscribers	+ \$14.00/M
308,304 6 Month Hotline Subscribers	+ \$9.00/M
585,398 12 Month Former Subscribers	\$70.00/M
15,205 3 Month Change of Address	+ \$14.00/M
18,504 Active Canadian Subscribers	\$125.00/M
93,256 Gift Givers	+ \$14.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Nonprofit	\$80.00/M

Published by Conde Nast. Bon App?tit is the active ingredient for those with a taste for life. For the enthusiast, Bon App?tit is the authority. For the curious, we are the invitation. For the stylish, we help bring taste into the kitchen. And for anyone who is ready to roll up their sleeves and cook, we share our secrets.... [\[see full datacard\]](#)

#### [Brides Magazine](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

153,391 Universe / Base Rate	\$110.00/M
153,391 Active Subscribers	\$110.00/M
14,008 30 Day Hotline Subscribers	+ \$17.00/M
38,861 3 Month Hotline Subscribers	+ \$14.00/M
65,064 6 Month Hotline Subscribers	+ \$9.00/M
115,491 12 Month Former Subscribers	\$70.00/M
5,136 3 Month Change of Address	+ \$14.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Nonprofit	\$80.00/M

Published by Conde Nast. As the world's largest and most authoritative bridal brand, every month Brides arms more than 6 million readers with a powerful mix of information and inspiration for the role of a lifetime. Curated for the woman who wants style and substance in a chic, sophisticated environment, Brides delivers fresh ideas, expert advice, and visually-inspiring fashion, beauty and lifestyle features to tackle the next stage of her life.... [\[see full datacard\]](#)

#### [Conde Nast - Affluent Women](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

565,670 Universe / Base Rate	\$110.00/M
806,600 Net Worth \$100,000-\$249,999	+ \$14.00/M
449,417 Net Worth \$250,000-\$499,999	+ \$14.00/M
263,068 Net Worth \$500,000-\$999,999	+ \$14.00/M
327,025 Net Worth \$1,000,000-1,999,999	+ \$14.00/M
327,025 Net Worth \$2000000+	+ \$14.00/M
Household Income of \$100,000+	+ \$14.00/M
Household Income of \$150,000+	+ \$14.00/M
Household Income of \$200,000+	+ \$14.00/M
Household Income of \$250,000+	+ \$14.00/M
Catalog Rate	\$80.00/M
Nonprofit Rate	\$80.00/M
Fundraising Rate	\$70.00/M

The Conde Nast female subscribers are brought together in one database to give you the opportunity to select net worth and household income under one list.... [\[see full datacard\]](#)

#### [Conde Nast - African American Subscribers](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

577,696 Universe / Base Rate	\$110.00/M
577,696 Active African American Subscribers	+ \$14.00/M
30 Day Hotline African American Subscribers	+ \$31.00/M
3 Month Hotline African American Subscribers	+ \$28.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Non Profit	\$80.00/M

The Conde Nast African American subscribers are brought together in this database which is overlaid with E-Tech and InfoBase Lifestyle data and includes subscribers to Vogue, W, Glamour, Allure, Self, Teen Vogue, GQ, Details, Architectural Digest, Brides, Lucky, Golf Digest, Golf World, Vanity Fair, Bon Appetit, Conde Nast Traveler, Wired, The New Yorker.... [\[see full datacard\]](#)

#### [Conde Nast - Beauty & Fashion Enthusiasts Masterfile](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

1,576,717 Universe / Base Rate	\$110.00/M
1,576,717 Active Subscribers with Fashion Interest	+ \$14.00/M
3 Month Subscribers with Fashion Interest	+ \$28.00/M
Active Subscribers with Beauty Interest	+ \$14.00/M
3 Month Subscribers with Beauty Interest	+ \$28.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Nonprofit	\$80.00/M

The Conde Nast Beauty & Fashion Enthusiasts Masterfile brings together subscribers to Conde Nast titles who are serious fashion shoppers. They are men and women who want to look great and are continually looking for beauty and fashion tips.... [\[see full datacard\]](#)

#### [Conde Nast - Canadian Subscribers](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

137,929 Universe / Base Rate	\$125.00/M
137,929 Active Canadian Subscribers	\$125.00/M
8,772 30 Day Hotline Subscribers	+ \$17.00/M
24,112 3 Month Hotline Subscribers	+ \$14.00/M
64,533 6 Month Hotline Subscribers	+ \$9.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Nonprofit	\$80.00/M

Canadian Subscribers to the following upscale magazines published by Conde Nast: Vogue, W, Glamour, Allure, Self, Teen Vogue, GQ, Details, Architectural Digest, Brides, Lucky, Golf Digest, Golf World, Vanity Fair, Bon Appetit, Conde Nast Traveler, Wired, The New Yorker.... [\[see full datacard\]](#)

#### [Conde Nast - Charitable Donors](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

6,073,093 Universe / Base Rate	\$110.00/M
6,073,093 Active Subs who are Donors	+ \$14.00/M
232,600 30 Day Hotline Subs who are Donors	+ \$31.00/M
641,216 3 Month Hotline Subs who are Donors	+ \$28.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M
Nonprofit	\$80.00/M

The Conde Nast Charitable Donors brings together subscribers to Conde Nast titles who have donated to various non-profit organizations. Select general donors or those who donate to specific causes including environmental donors, children's cause donors, health cause donors, political donors, veteran cause donors and animal welfare donors.... [\[see full datacard\]](#)

#### [Conde Nast - Collectors](#)

Specialists Marketing Services (201) 865-5800 Ext. 2216

3,618,309 Universe / Base Rate	\$110.00/M
3,618,309 Active Subs with Collector Interest	+ \$14.00/M
3,806,364 Active Subs with Antique Collector Interest	+ \$14.00/M
370,165 Active Subs with Art Collector Interest	+ \$14.00/M
742,295 Active Subs with Coin Collector Interest	+ \$14.00/M
2,794,966 Active Subs with General Collector Interest	+ \$14.00/M
437,493 Active Subs with Stamp Collector Interest	+ \$14.00/M
Catalog Rate	\$80.00/M
Fundraising	\$70.00/M