

ideas and inspiration for your place in the country



Living the Country Life[®]

www.livingthecountrylife.com

2010 MEDIA KIT

ideas and inspiration for your place in the country

database



With more than 85 million unduplicated consumers, the Meredith Database connects you with top prospects.

Meredith's Database is the largest of any U.S. media company. It includes 6 out of 10 women in America and 8 out of 10 home-owning households.

Precision Targeting:

- ▶ More than 2,800 data points available, with an average of 700 per person
- ▶ Proprietary life stage clusters assigned to each record - from new homeowners to empty nesters

Capabilities Include:

- ▶ Data Licensing - Use Meredith data to enhance your customer files and improve response
- ▶ Custom Data Collection - Leverage Meredith's brands/consumers to capture the data you need
- ▶ Meredith Profiling - Understand the lifestyles and passions of your customer groups
- ▶ Predictive Modeling - Target a universe of responsive prospects using "best-in-class" statistical methods
- ▶ List Segmentation - Use our geo-targeting system to link targeted consumers to your retail locations or dealers

Development of effective marketing strategies for leading brands
Leadership and expertise in database strategy and analytics
Effective communication plans designed to reach profitable customer segments

brand

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database stats:

- ▶ over 85 million consumers
- ▶ 8 out of 10 home-owning households