

Time Inc.

TIME, INC. DELIVERS DONORS!



With 12 million+ active subscribers and hundreds of selections to choose from, Time, Inc. offers non-profits the perfect opportunity to target their ideal contributors. Selectable by title, channel, donor type, source, and a wide-range of enhancements, any fundraiser can find the ideal selection criteria to meet their needs. Modeling opportunities are also available on the database.

Top Lists for Fundraisers:

Fundraiser's Base: \$75/M

List	Postal Count	Email Count
Cooking Light	1,100,000	307,000
Essence	550,000	160,000
Food & Wine	570,000	-----
Fortune*	540,000	175,000
Health	890,000	196,000
Money	875,000	257,000
People*	1,800,000	-----
People en Español	230,000	79,000
Real Simple	990,000	271,000
Southern Living	1,780,000	417,000
Sunset	702,000	197,000
Time*	1,712,000	469,000
Time Inc. Affluent Media MF	1,321,000	-----
Time Inc. Magazine MF	12,365,000	3,265,000

*Canadian names available

Key List Selections Available:

- Adult / Child Age
- African-Americans
- Change of Address
- Donors (by Category)
- Pets
- Political Party
- Religion

Wiland Direct List Modeling – Postal & Email (Participant Only)

Time Inc.

Time, Inc. Files with Fundraising Continuation Usage

	Animal Welfare	Children's	Cultural	Environmental	General Health	Humanitarian	Int'l Relief	Political	Religious	Veterans
Coastal Living Magazine		X			X	X				
Cooking Light Magazine	X					X				
Entertainment Weekly		X								
Essence Magazine Seniors						X				
Essence Magazine		X	X		X	X				
Food & Wine Cookbook Buyers						X				
Food & Wine Magazine			X			X				
Fortune Magazine					X	X		X	X	
Fortune Magazine Seniors						X				
Golf Magazine					X	X				
Health Magazine	X				X	X				
Money Magazine		X			X	X				
Money Magazine Seniors										X
Oxmoor House Book Buyers Masterfile					X					
Oxmoor House Donors Enhanced					X					X
Oxmoor House Pet Owners	X									
People en Español		X			X				X	
People Magazine	X	X			X					
Real Simple	X	X		X		X				
Real Simple Kids	X		X							
Southern Living	X	X	X	X		X				
Southern Progress Magazine Masterfile						X				
Sports Illustrated		X	X		X					
Sports Illustrated - Wiland Direct										X
Sports Illustrated Kids				X						
Sunset	X	X	X	X		X				
Sunset Seniors	X									X
This Old House		X		X						
Time Inc. Affluent Media Group Enhanced Masterfile			X	X					X	
Time Inc. Corporate Database		X				X				X
Time Inc. Magazine Enhanced Masterfile	X	X	X	X		X		X		X
Time Inc. New Movers Masterfile										X
Time Inc. Wiland Direct Modeled Masterfile		X	X	X	X	X		X	X	
Time Magazine	X	X			X	X			X	
Time Magazine - Canada						X				
Travel + Leisure			X		X	X				

For additional information contact:

Sheryl Benjamin – Vice President, Sales
sheryl.benjamin@lakegroupmedia.com
914.925.2432



Danny Grubert – Vice President, Sales
danny.grubert@lakegroupmedia.com
914.925.2449

Lake Group Media®, Inc.
914.925.2400 • www.lakegroupmedia.com