

ADVERTISING

MEDIA KIT



**MAGAZINE PROFILE**

*Good Old Days*, the magazine that remembers the best of times, features first-person stories from the 1930s to the mid-1960s that are contributed mainly from our loyal readers. In a personal and nostalgic format, readers recount their reactions to inventions, their laughs and sorrows and their surprises and joys. They remember the innocence and treasures of a time gone by with a particular emphasis on the years between the beginning of World War II and the baby boom era.

With a mix of old-fashioned home cooking recipes, charming fashions, Sunday funnies and advertisements from the past, along with stories from the greatest generation, *Good Old Days* touches the hearts of readers as they travel down memory lane with each issue. Readers value their subscriptions, passing their copies along to several others and consistently giving the magazine a 97% recommendation rating.

Total Audience*	640,000
Average Household Income	\$55,000
Women	66%
Average Age	68
Home Owners	80%
County Size B, C, D	79%
Circulation	215,000
Frequency	6 times annually
Readers who recommend <i>Good Old Days</i> to others	97%

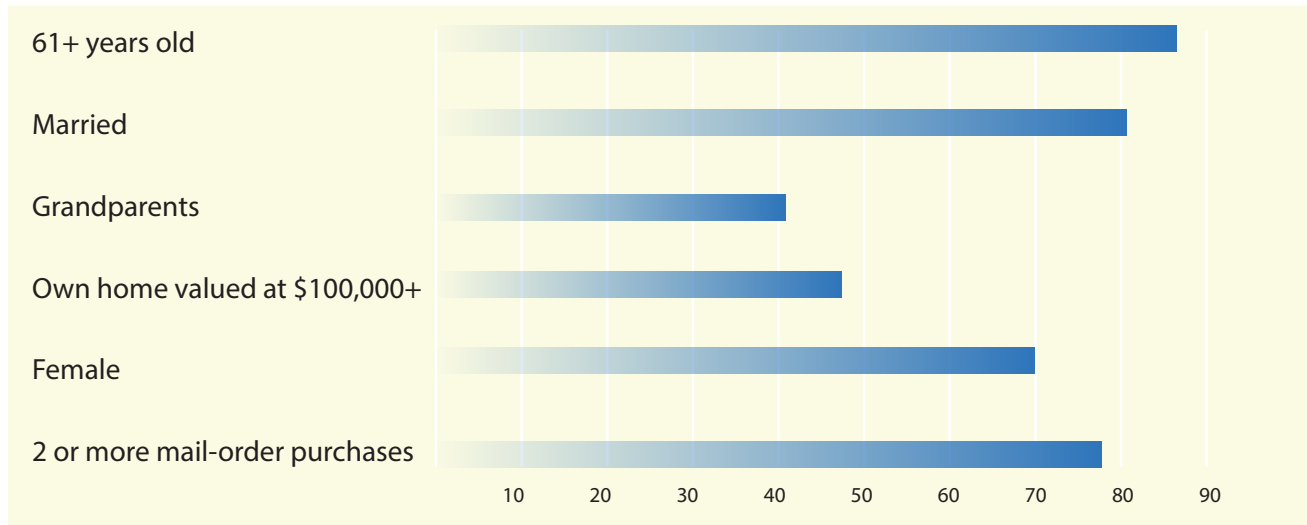
\*Good Old Days has 3.2 readers per issue, Personics Study

# READER PROFILE\*



Today's nostalgia market has never been stronger. With a print magazine, a full-service website, a popular newsletter and a social media presence in this category, Annie's reaches readers who spend time with the product (60% spend three or more hours with each issue) and value the content (more than half read all the ads and nearly half visit advertisers' websites.)

With a desire to reminisce, the nostalgia market attracts loyal and active readers with assets, hobbies, interests and time on their hands. Many have just retired and are now sharing stories of yesteryear with friends and family as they travel down memory lane with each issue.



Average household income: \$55,000

## BUYING INFLUENCE

### Financial

CD money market ..... INDEX 290  
 Financial investments ..... INDEX 212  
 Credit cards ..... INDEX 153  
 Stocks/bonds ..... INDEX 217

### Cultural

Charitable givers ..... INDEX 387  
 Veterans issues ..... INDEX 395  
 Cultural/politics ..... INDEX 181  
 Pet owners ..... INDEX 267  
 Travel ..... INDEX 175  
 Average household income: ..... \$55,000

### Health

Diet & health ..... INDEX 192  
 RX arthritis, pain, diabetes ..... INDEX 156  
 OTC cold, flu, allergy ..... INDEX 147

Source - Merkel/MRI

\*Statistics are compiled from our Reader Survey

Not-So-Hasty Puddings
Grandma's homemade versions are worth the time and effort.
A bowl of warm, cinnamon-scented rice pudding studded with plump raisins.
And how does goose chocolate pudding cake topped with red whipped cream? Incredible!
And rich egg custard served in dainty glass cups and laced with fresh ginger nutmeg? To die for.

Bike Bullies
She had to defend her right to ride in her neighborhood.
When I was a child in the 1940s, I had a bicycle, but I longed for a real new-metal bicycle.
My dad, who had worked hard at a steel mill, making pipes with his own hands, had made me a bicycle.
He had made as much money as he had in the pipe mill, but at least he had a bicycle to give me.

Country Things
A collection of nostalgic photos and captions related to country life, including a tractor and a person in a field.

Television Shows
A collection of nostalgic photos and captions related to television shows, including a group of people and a person in a chair.

Special Features

Home Cooking and Home Remedies are regular features. We also publish an occasional biography, as well as historical stories on memorable events, fads, antiques, fashion, sports, music, literature, entertainment, etc. These are written by an assigned columnist.

Good Old Days on Wheels

In this department we feature nostalgic transportation-related articles. They include funny stories of learning to drive, first cars, trips by train, a coveted bicycle, city trolley rides, etc.

REWIND
FAMOUS QUOTE
'The best thing about the future is that it comes one day at a time.'
ANTIQUE CORNER
What does a collector of antique furniture have to do to get the most out of his collection?
TELEVISION SHOWS
Television Shows
Dancing in 1958

Things My Parents Used to Say
Dad Smith from North Carolina remembers hearing his parents say, 'The only way to get the best out of a thing is to use it up.'
PHILCO CREATES WORLD'S FIRST SEPARATE SCREEN TV SET!
Advertising Flashback
PHILCO

Picture This
A collection of nostalgic photos and captions related to various subjects, including a person in a car and a person in a field.

TECKY TRANSPORTER
ALL LIVES
HELP FROM AN UNEXPECTED SOURCE

Rewind

This two-page spread offers a visual collage of photos, stories, old advertisements, quotes (example: Things My Parents Used to Say) and other reader-submitted gems.

Picture This

Here we feature photos sent in by readers from their pasts, reminiscing with short captions.

ONLINE



Leaderboard (728 x 90 Pixels)

The screenshot shows the Good Old Days website interface. At the top, there's a search bar and navigation links for 'CUSTOMER SERVICE', 'CURRENT ISSUE', 'NEWLETTER', 'FROM OUR READERS', and 'SHOP GOOD OLD DAYS & STORE'. The main content area is divided into sections: 'Current Issue' featuring 'Our August Issue' with a cover image of a girl on a swing, and 'Editor's Letter'. Below this, there are two columns for 'Good Old Days Newsletter' and 'Featured Story'. The newsletter section has a sub-heading 'Kicking the Can' and a short article snippet. The featured story section has a sub-heading 'Making a Splash' and another article snippet. On the right side of the screenshot, there is a vertical text overlay: 'SKYSCRAPER (160 x 600 Pixels)'. The left sidebar contains various links for 'Subscription Center', 'Log-in Information', 'Good Old Days Basics', and 'Customer Service'.

## Websites

### GoodOldDaysMagazine.com

*Good Old Days* comes to life online with an instant look at the current issue, a preview of the next issue and keyed access to past issues with searchable features. Also find extra editorial content, downloads, special offers and more. All of the articles and pages on GoodOldDaysMagazine.com can be viewed with large type and images to prevent eyestrain and to encourage time spent on the site.

Average monthly page views: 25,000

## Newsletters

### Good Old Days Newsletter

Over 45,000 nostalgia lovers have signed up for *Good Old Days'* FREE newsletter, which arrives every three weeks and features stories, trivia questions and more from the good old days. This list is regularly updated.

### Email Blasts

*Good Old Days* has an email database of nostalgia lovers that can be accessed for your company's promotional email blasts. There are approximately 45,000 email subscriber names, with the lists being updated frequently.

# EDITORIAL & PRINT CALENDARS\*



## March/April 2015 Issue

**Submissions Deadline: 8/31/2014**

Holidays Covered: St. Patrick's Day, Easter, April Fools' Day.

Seasonal Story Examples: Early spring themes. April Fool's Day jokes, making or flying kites, spring planting, spring-cleaning. Getting the garden ready, church on Easter Sunday, Easter egg hunts, baseball spring training.

## May/June 2015 Issue

**Submissions Deadline: 10/31/2014**

Holidays Covered: Mother's Day, May Day, Memorial/Decoration Day, Father's Day.

Seasonal Story Examples: Memories of parents and grandparents, mother's favorite recipes, the start of summer vacation, weddings, graduation.

## July/August 2015 Issue

**Submissions Deadline: 12/31/2014**

Holidays Covered: Independence Day

Seasonal Story Examples: Summer activities. Hot weather, family vacations, picnics and parties, baseball and other summertime activities, the summer kitchen, canning the garden's produce, making our own summer fun.

## September/October 2015 Issue

**Submissions Deadline: 2/29/2015**

Holidays Covered: Labor Day, Halloween.

Seasonal Story Examples: School memories, fall foliage, raking leaves, harvest time, football memories. Submissions

## November/December 2015 Issue

**Submissions Deadline: 4/20/2015**

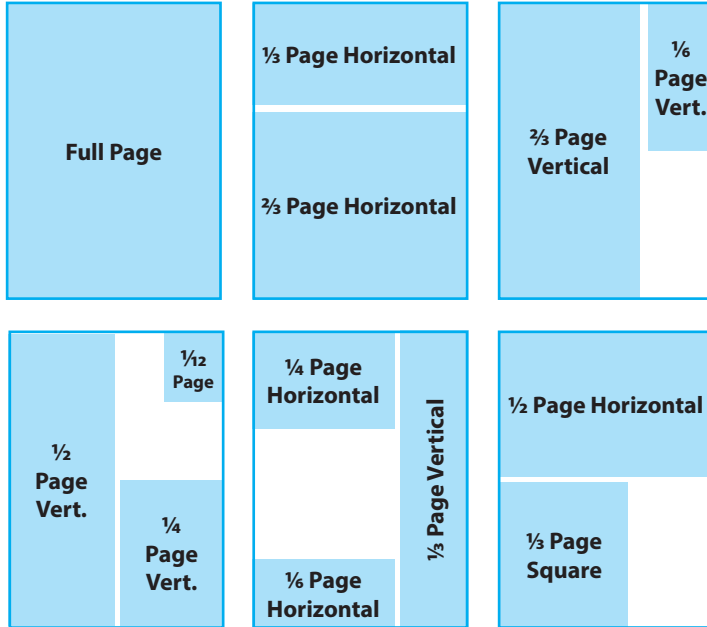
Holidays Covered: Veteran's Day, Thanksgiving, Pearl Harbor Day, Hanukkah, Christmas.

Seasonal Story Examples: World War II memories, Thanksgiving, "Why I was thankful back then," preparing the Thanksgiving Day meal, Christmastime in the good old days.

Issue	Ad Close Date	Materials Due Date	Shipped to Subscribers Date	In-Home Date
Jan/Feb 2015	10/21/14	10/28/14	12/09/14	12/30/14
March/April 2015	12/23/14	12/30/14	02/10/15	03/03/15
May/June 2015	02/24/15	03/03/15	04/14/15	05/05/15
July/Aug 2015	04/21/15	04/28/15	06/09/15	06/30/15
Sept/Oct 2015	06/23/15	06/30/15	08/11/15	09/01/15
Nov/Dec 2015	08/24/15	09/01/15	10/13/15	11/03/15
Jan/Feb 2016	10/08/15	10/15/15	12/04/15	12/29/15

\*Editorial calendar is subject to change without notice.

# SPECIFICATIONS



## Full Page

Trim 8" x 10<sup>3</sup>/<sub>4</sub>"  
 Bleed 8<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>4</sub>"  
 Live 7" x 9<sup>3</sup>/<sub>4</sub>"

## One-Third Page

Vertical 2<sup>1</sup>/<sub>4</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
 Horizontal 7" x 3<sup>1</sup>/<sub>8</sub>"  
 Square 4<sup>5</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"

## Two-Thirds Page

Vertical 4<sup>5</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
 Horizontal 7" x 6<sup>1</sup>/<sub>4</sub>"

## One-Half Page

Vertical 3<sup>1</sup>/<sub>2</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
 Horizontal 7" x 4<sup>5</sup>/<sub>8</sub>"

## One-Fourth Page

Vertical 3<sup>1</sup>/<sub>2</sub>" x 4<sup>5</sup>/<sub>8</sub>"  
 Horizontal 4<sup>5</sup>/<sub>8</sub>" x 3<sup>1</sup>/<sub>2</sub>"

## One-Sixth Page

Vertical 2<sup>1</sup>/<sub>4</sub>" x 4<sup>5</sup>/<sub>8</sub>"  
 Horizontal 4<sup>5</sup>/<sub>8</sub>" x 2<sup>1</sup>/<sub>4</sub>"

## One-Twelfth Page

Square 2<sup>1</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>4</sub>"

## Online

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144–350 dpi)
Newsletter Content Block	500 x 400

## Submitting Materials

Materials can be submitted via SendMyAd ([www.Annies.SendMyAd.com](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
 Stephanie Goebbert  
 Ad Sales  
 306 East Parr Road  
 Berne, IN 46711

## Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

## Fonts

All fonts used are to be supplied or converted to outlines.

## Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

## Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

**Questions? Contact:** Stephanie Goebbert  
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