

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*	592,000
Average Household Income	\$55,000
Women	66%
Average Age	68
Home Owners	80%
County Size B, C, D	79%
Circulation	185,000
Frequency	6 times annually
Readers who recommend <i>Good Old Days</i> to others	97%

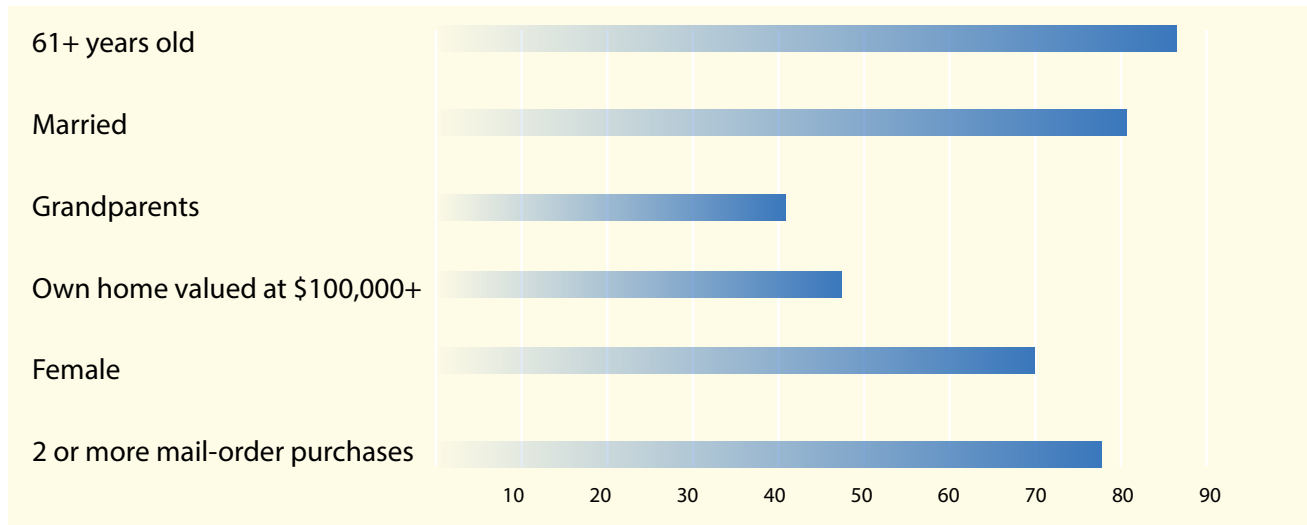
*Good Old Days has 3.2 readers per issue, Personics Study

READER PROFILE



Today's nostalgia market has never been stronger. With a print magazine, a full-service website and a popular email newsletter, 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



Popcorn Perfection

Put some snap, crackle and you-know-what into your meals and snacks.

Popcorn can ward off insects. Or so I thought when I was a kid. On many weeks and nights in my parents' house, I'd find a big, hairy boogey on a Vaseline Pop, Bala Legum or instant cold creamed cheese. My mother would tell me to eat popcorn.

My mother, my family experienced with me. I've always loved very salty, and because I did not eat very salty, I used to love them too. I was just a pretty good scholar when she became a doctor. I wanted to get her to return from Philadelphia to help her in my research. I was not only good at my job, but I was also good at my job.

"Can we make popcorn?" I would ask before we'd start. "Can we make popcorn?" I would ask before we'd start. "Can we make popcorn?" I would ask before we'd start.

popcorn is not a bad choice for a snack or meal. A number of the grain family, popcorn (scientific name *Zea mays evertis*) is a type of maize that contains water in its kernel. When the water is heated and converted to steam, the starch inside explodes into delicious white puff.

Popcorn is a whole grain that contains complex carbohydrates and fiber, and is naturally low in fat and calories, according to the Chicago-based Popcorn Board. Air-popped popcorn has 33 calories per cup; oil-popped popcorn has 55 calories per cup; and lightly buttered popcorn has about 135 calories per cup.

One of the joys of popcorn is that it can be prepared in many ways. We give you the recipe for air-popped popcorn. You can also try our recipe for buttered popcorn. We give you the recipe for buttered popcorn. We give you the recipe for buttered popcorn.

Then we bring home a recipe for air popcorn that you can use to make popcorn. We give you the recipe for air popcorn. We give you the recipe for air popcorn. We give you the recipe for air popcorn.

Dad's popcorn recipe and I was an old-fashioned, long-haired popper that he had over the dancing flames in a fireplace or campfire. It was a kind of popcorn, although the spread and convenience are appealing. Eventually I abandoned with Mom's old-fashioned popcorn, the same one my sister and I used all those years ago. I haven't found anything better yet.

For a more popcorn tradition, however, I've found a recipe for popcorn. I've found a recipe for popcorn. I've found a recipe for popcorn. I've found a recipe for popcorn.

Even when I was a kid, I used to love popcorn. I used to love popcorn. I used to love popcorn. I used to love popcorn.

Here are some recipes that demonstrate the versatility of popcorn. You can prepare the corn using your favorite method. Two tablespoons (½ cup) of kernels makes 1 quart (¼ cup) of popped popcorn.

Fresh-Flavored Marshmallow Popcorn Balls
These popcorn balls are popular at state fairs and national fairs. Customers love the chewy popcorn in a sweet sauce or sticky sauce.

No one better 1 1/2 cup butter 1/2 cup marshmallows 1 1/2 cups popped popcorn 1/4 cup oil 1/4 cup sugar 1/4 cup vanilla 1/4 cup salt

Combine butter and marshmallows in a large microwave safe bowl. Heat for 1 minute and stir. Add popcorn and mix until combined. Add marshmallows and mix until combined. Add marshmallows and mix until combined.

Caramel Corn Cookies
Popcorn with a sweet crunch.

1 1/2 cups butter 1 1/2 cups sugar 1 1/2 cups flour 1/2 cup baking powder 1/2 cup salt 1/2 cup vanilla 1/2 cup salt

Combine butter and sugar. Add flour and baking powder. Add salt and vanilla. Bake for 10 minutes.

Kitty and the Stubbaker

One car ride was enough for the traveler.

My new car was a '61. Dad said, staying in the Colorado and Denver areas. We'd go past the neighborhood and out of southeast Denver and New Mexico to our own state of Colorado. The four-hour Chicago Cruise Festival looked much greater than the old car.

"What are you on, Dad?" I asked. Mom stood next to me, looking at my car. "I'm on the Stubbaker because for this car, Stubbaker," he explained, pointing my head. "I'm on the Stubbaker because for this car, Stubbaker," he explained, pointing my head.

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The trunk. He carried lots of repair supplies. "What's wrong?" I asked. "I've checked the bulb contents and it's all in a sack. I've checked the bulb contents and it's all in a sack. I've checked the bulb contents and it's all in a sack.

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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.

Things My Parents Used to Say
Beginner Gemmy crafted with this pondering of the grandmothers' I couldn't find. How do you know what you're getting into? Call a day. Water and Bill Hargrove.

REWIND
Do you remember... In what year did the American Broadcasting television show debut?
Picture your answer here.

Average Cost a 1953
Buick (B) \$5.16 Chevy (C) \$5.89
Dodge (D) \$5.79 Ford (F) \$5.20
General (G) \$5.79 GM (GM) \$5.89
Mopar (M) \$5.47 Packard (P) \$5.03
Pontiac (PO) \$5.54 Oldsmobile (O) \$5.50

Do you remember... ANSWER
In 1960, David Thomson (born 1910) was the first to use the term "television show". He was the first to use the term "television show". He was the first to use the term "television show".

ANTIQUES CORNER
Antiques is difficult to imagine in this era of old-fashioned things. A man in a suit and tie, wearing a top hat, holding a cane, and a woman in a long dress, standing next to him. They are in a room with a chandelier and a table with a lamp.

Picture This
COTTON PICKER BASKETS Submitted by Kathleen Rose from Houston, TX. Cotton picker baskets were used to hold cotton. They were made of woven reeds and were used to hold cotton. They were made of woven reeds and were used to hold cotton.

CELEBRITY'S PAST
Submitted by Janis from Phoenix, AZ. Janis is a fan of the movie "The Godfather". She has a collection of "The Godfather" memorabilia. She has a collection of "The Godfather" memorabilia. She has a collection of "The Godfather" memorabilia.

ADVERTISING FLASHBACK
In the early 1900s, many of the most famous advertisements were for automobiles. The advertisement for the Ford Model T is a classic example. The advertisement for the Ford Model T is a classic example. The advertisement for the Ford Model T is a classic example.

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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.

DIGITAL



GOOD OLD DAYS update

from the editors at Good Old Days magazine



Soup's Up!

Is there anything better on a chilly fall evening than a bowl of homemade soup?

As sad as I am to see summer go, the highly anticipated fall tradition of homemade soup is a welcome treat at our dining room table. Vegetable, chili, chicken noodle: we make (and eat) it all as soon as there is a nip in the air.

[Read more](#)

Leaderboard (728 x 90 Pixels)

Bean Pot

Question: Despite a little bit of wear on the gold details, this Autumn Leaf china bean pot is in beautiful condition. It appears to hold about two quarts. I know that the design was produced over many decades in the 1900s, but I'm not sure about the age of this particular example. How can I tell the age of the pot, and what does that indicate about its worth?



[Read more](#)

This Week in History

Ed Sullivan, Music on the Radio and the "First" Thanksgiving

— On Sept. 28, 1901: Ed Sullivan, host of the long-running variety television show named after him, was born in New York City. His career in television spanned over 25 years and his show was loved by millions.

Ed Sullivan began his media career as a newspaper reporter and columnist in New York during the 1920s and 1930s.

[Read more](#)

Listen to stories from the *Good Old Days* come to life in this special 2-CD collection!

Just **\$7.99** (plus postage & handling) **LEARN MORE**

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: 17,000

Newsletters

Good Old Days Newsletter

Over 67,500 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 67,500 email subscriber names, with the lists being updated frequently.

Leaderboard (728 x 90 Pixels)

GOOD OLD DAYS THE MAGAZINE THAT REMEMBERS THE BEST

Subscriptions Center: [Subscribe Now](#), [Renew Now](#), [Gifts](#), [Back Issues](#)

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Customer Service: [Manage My Account](#), [Offices from Unauthorized Agencies](#), [Give A Gift](#)

More Information: [Store Locator](#), [Revisions & Corrections](#)

Current Issue: **Our August Issue**
FUN IN THE BUNE
NO BOY'S ALLOWED!
GIRL-ONLY CLUBS
BEATING THE HEAT
Swimming Holes To The Rescue
SIDEWALKS AND STOODS, CIRCUS EXCITEMENT, MILTON BEBLE... AND MORE!
[New Subscriptions](#) | [Gift Subscriptions](#) | [Renewals](#)

Editor's Letter
Making a Splash
By Mary Barrett
When I was 6 years old my best friend, Valerie, and I each lost one of our front baby teeth on the same day -- July 4, 1951. We lived in the Bronx in three-room apartments on...

Good Old Days Newsletter
Kicking the Can
I was foraging in my mom's garage the other day when I spotted a rusty red can. It was an old, shiny, green Poppy's Coffee can, sitting on a shelf. I peeked inside. It held a variety of nuts, bolts and screws. I smiled because I knew in its younger days, that particular container had seen a lot more action as the central element in...

Featured Story
Kicking the Can
I was foraging in my mom's garage the other day when I spotted a rusty red can. It was an old, shiny, green Poppy's Coffee can, sitting on a shelf. I peeked inside. It held a variety of nuts, bolts and screws. I smiled because I knew in its younger days, that particular container had seen a lot more action as the central element in...

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EDITORIAL & PRINT CALENDARS



January/February 2016 Issue

Holidays Covered: New Year's Eve and Day, Valentine's Day, Presidents Day

Seasonal Story Examples: Winter activities: snowball fights, skating, sledding, staying busy on long winter days. How I met my spouse, love and marriage.

March/April 2016 Issue

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

Seasonal Story Examples: Early spring themes. April Fools' 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 2016 Issue

Submissions Deadline: 10/31/2015

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, school plays and picnics.

July/August 2016 Issue

Submissions Deadline: 12/31/2015

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 2016 Issue

Submissions Deadline: 2/29/2016

Holidays Covered: Labor Day, Halloween

Seasonal Story Examples: School memories, fall fun, raking leaves, harvesttime, football memories.

November/December 2016 Issue

Submissions Deadline: 4/20/2016

Holidays Covered: Veterans Day, Thanksgiving, Pearl Harbor Day, Hanukkah, Christmas

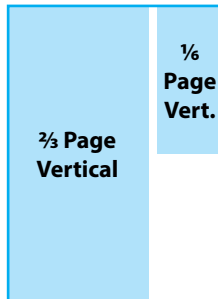
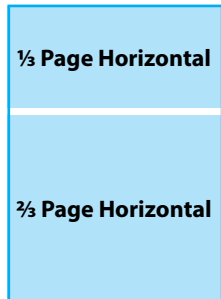
Seasonal Story Examples: World War II memories, Thanksgiving, "Why I was thankful back then," preparing the Thanksgiving Day meal, Christmastime in the Good Old Days.

For submission guidelines, contact:
Editor@GoodOldDaysMagazine.com

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Jan/Feb 2016	10/20/15	10/27/15	12/08/15	12/29/15
March/April 2016	12/22/15	12/29/15	02/09/16	03/01/16
May/June 2016	02/23/16	03/01/16	04/12/16	05/03/16
July/Aug 2016	04/19/16	04/26/16	06/7/16	06/28/16
Sept/Oct 2016	06/21/16	06/28/16	08/09/16	08/30/16
Nov/Dec 2016	08/23/16	08/30/16	10/11/16	11/01/16
Jan/Feb 2017	10/18/16	10/25/16	12/06/16	12/27/16

*Editorial calendar is subject to change without notice.

SPECIFICATIONS



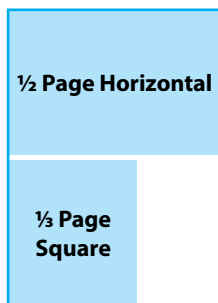
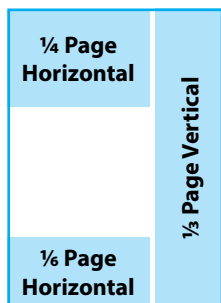
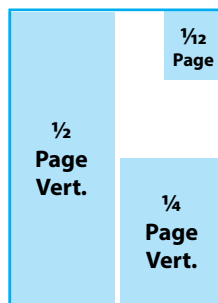
Full Page
Trim 8" x 10³/₄"
Bleed 8¹/₄" x 11"
Live 7" x 9³/₄"

One-Fourth Page
Vertical 3¹/₂" x 4⁵/₈"
Horizontal 4⁵/₈" x 3¹/₂"

One-Third Page
Vertical 2¹/₄" x 9¹/₂"
Horizontal 7" x 3¹/₈"
Square 4⁵/₈" x 4⁵/₈"

One-Sixth Page
Vertical 2¹/₄" x 4⁵/₈"
Horizontal 4⁵/₈" x 2¹/₄"

One-Twelfth Page
Square 2¹/₄" x 2¹/₄"



Two-Thirds Page
Vertical 4⁵/₈" x 9¹/₂"
Horizontal 7" x 6¹/₄"

One-Half Page
Vertical 3¹/₂" x 9¹/₂"
Horizontal 7" x 4⁵/₈"

Digital

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 Mediabank, login information will be provided.

Proofs and CDs can be mailed to:

Annie's
Alexia Fox
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: Alexia Fox
Ad Traffic Coordinator
(260) 849-4860
Alexia_Fox@Annies-Publishing.com

CONTACT INFORMATION



Advertising Director

Michelle Thorpe
(260) 849-4508
Michelle_Thorpe@Annies-Publishing.com

Account Manager

Stephanie Crowe
(914) 827-0015
Stephanie@RBAdvertisingReps.com

Ad Traffic Coordinator

Alexia Fox
(260) 849-4860
Alexia_Fox@Annies-Publishing.com

Editor

Mary Beth Weisenburger
(260) 589-4000
Marybeth_Weisenburger@Annies-Publishing.com

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Celebrating home, family
and the creative spirit