



GOOD·OLD·DAYS®



2017

MEDIA KIT



MAGAZINE PROFILE

Good Old Days, the magazine that remembers the best of times, features entertaining first-person stories from the 1930s to the mid-1960s that are contributed 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 photos, Sunday funnies and advertisements from the past, along with reader stories all across the country, *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.

Circulation: 160,000

GOOD·OLD·DAYS®



READER

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.

PROFILE

FINANCIAL

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Average household income	\$55,000

HEALTH

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OTC cold, flu, allergy	INDEX 147

Source: Merkel/MRI

EDITORIAL CALENDAR*

JANUARY/FEBRUARY 2017 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.

Featured Topic: Friends for Life

JULY/AUGUST 2017

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.

MARCH/APRIL 2017

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

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

Featured Topic: Pranks and Dares

SEPTEMBER/OCTOBER 2017

Holidays Covered: Labor Day, Halloween.

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

MAY/JUNE 2017

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.

Featured Topic: Mothers' Clubs

NOVEMBER/DECEMBER 2017

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

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, email:
Editor@GoodOldDaysMagazine.com

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Jan/Feb 2017	10/18/16	11/01/16	12/06/16	12/27/16
March/April 2017	12/20/16	01/03/17	02/07/17	02/28/17
May/June 2017	02/21/17	03/07/17	04/11/17	05/02/17
July/Aug 2017	04/18/17	05/02/17	06/06/17	06/27/17
Sept/Oct 2017	06/20/17	07/04/17	08/08/17	08/29/17
Nov/Dec 2017	08/22/17	09/05/17	10/10/17	10/31/17
Jan/Feb 2018	10/17/17	10/31/17	12/05/17	12/26/17

*Editorial calendar is subject to change without notice.



DIGITAL PRESENCE

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

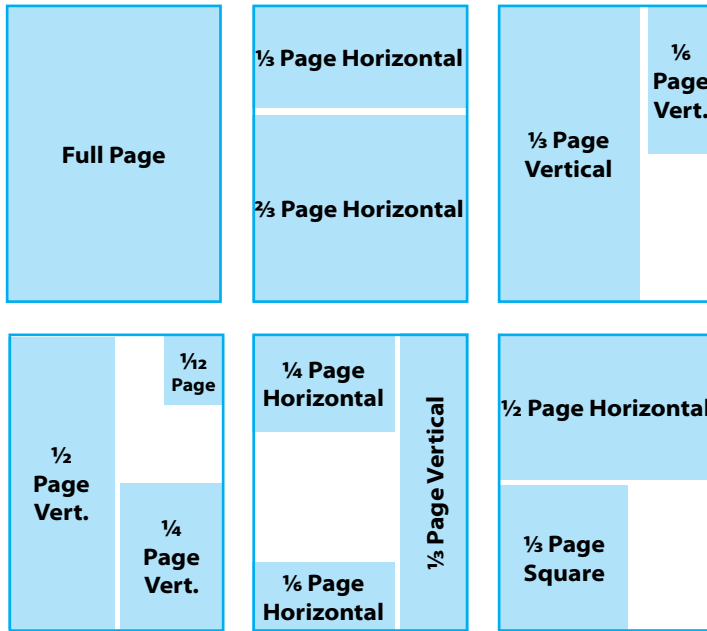
Good Old Days Newsletter

- Over 82,000 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.

Dedicated 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 82,000+ email subscriber names, with the lists being updated frequently

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"

ONLINE

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

Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

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

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.

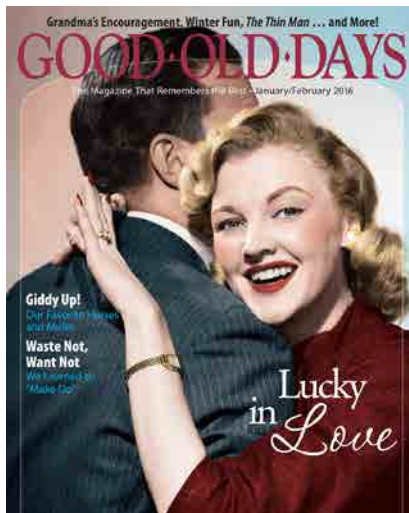
Images

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.

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