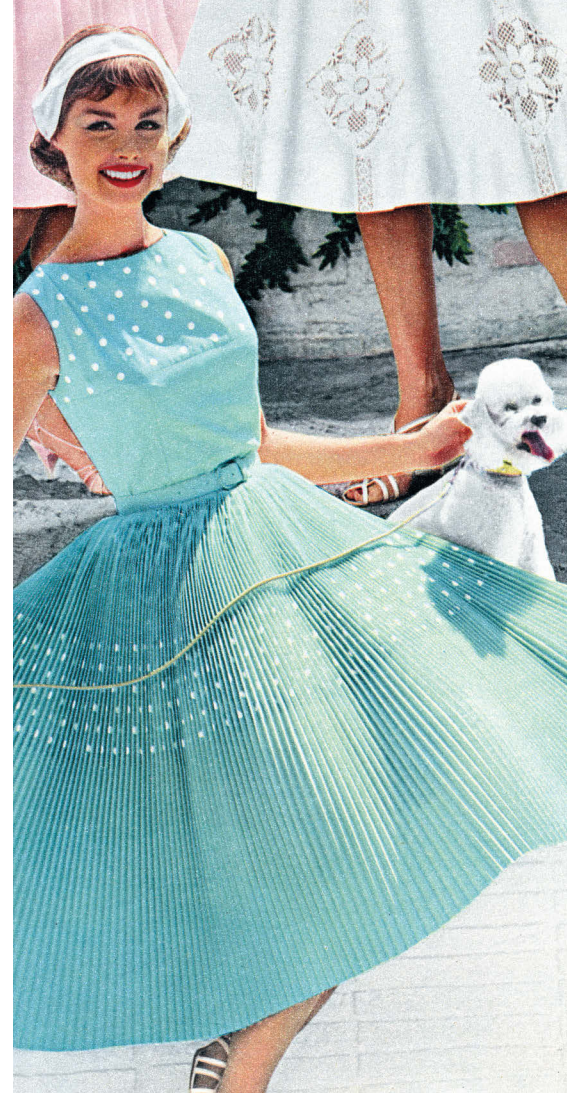
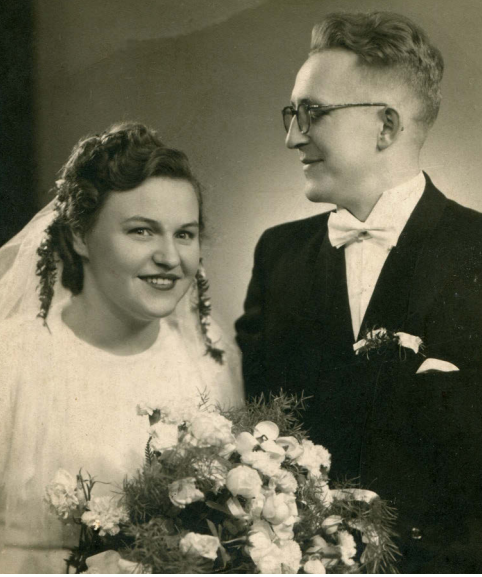


GOOD·OLD·DAYS®



2018

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, trivia and advertisements from the past, along with reader stories from 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: 145,000*



# 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

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Source: Merkel/MRI

# EDITORIAL CALENDAR\*

## JANUARY/FEBRUARY 2018

**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:** Fashion Forward

## MARCH/APRIL 2018

**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:** Barbers and Trades

## MAY/JUNE 2018

**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:** Dances, Balls and Proms

**For submission guidelines, email:**  
Editor@GoodOldDaysMagazine.com

## JULY/AUGUST 2018

**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.

**Featured Topic:** Candy Stores

## SEPTEMBER/OCTOBER 2018

**Holidays Covered:** Labor Day, Halloween.

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

**Featured Topic:** Mail Order Mania

## NOVEMBER/DECEMBER 2018

**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.

**Featured Topic:** Supreme Storytellers

## JANUARY/FEBRUARY 2019

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

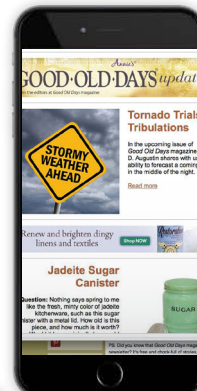
**Story Examples:** Winter activities: snowball fights, skating, sledding, staying busy on long winter days. How I met my spouse, love and marriage.

**Featured Topic:** Life in a Large Family

## PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Jan/Feb 2018	10/17/17	10/24/17	12/05/17	12/26/17
March/April 2018	12/19/17	12/26/18	02/06/18	02/27/18
May/June 2018	02/20/18	02/27/18	04/10/18	05/01/18
July/Aug 2018	04/17/18	04/24/18	06/05/18	06/26/18
Sept/Oct 2018	06/19/18	06/26/18	08/07/18	08/28/18
Nov/Dec 2018	08/21/18	08/28/18	10/09/18	10/30/18
Jan/Feb 2019	10/16/18	10/23/18	12/04/18	12/25/18

\*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 105,000

## NEWSLETTERS

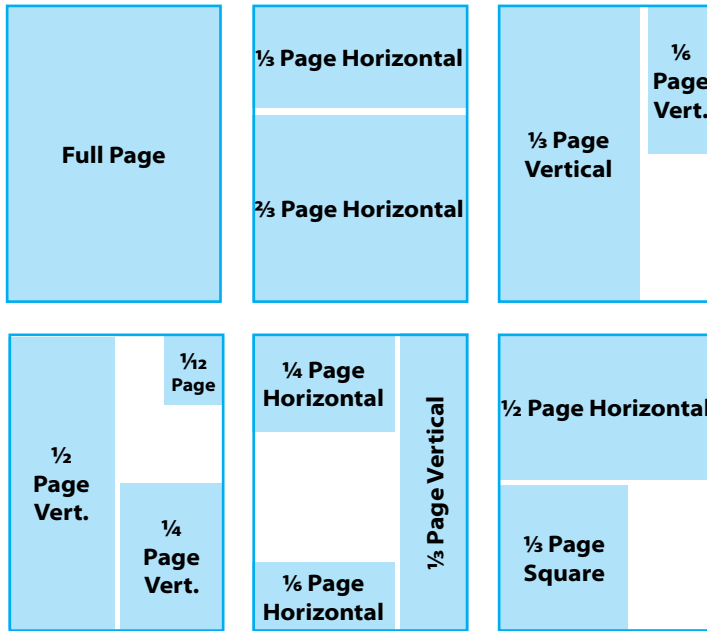
### Good Old Days Newsletter

- Over 105,000 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.

### 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 105,000 email subscriber names, with the lists being updated frequently

# SPECIFICATIONS



## Full Page

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

## 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>"

## 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>"

## 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:

Adriana Wagner  
 Advertising Coordinator  
 (260) 849-4860  
 Adriana\_Wagner@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.

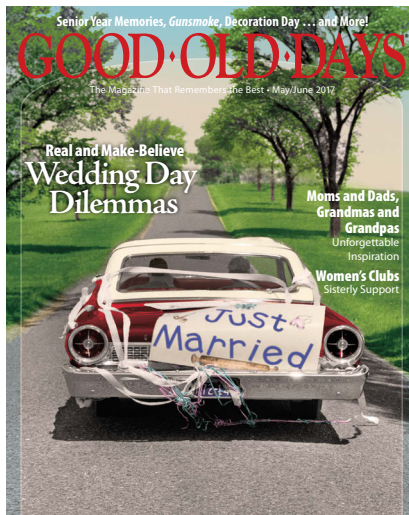
### Images

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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