



An Annie's Publication

# GOOD OLD DAYS®



The Nostalgia Market



# MAGAZINE PROFILE

# READER PROFILE



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# GOOD · OLD · DAYS®

*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 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.

Total Audience*	640,000	County Size B, C, D	79%
Average Household Income	\$55,000	Circulation	225,000
Women	66%	Frequency	6 times annually
Average Age	68	Readers who recommend	97%
Home Owners	80%	<i>Good Old Days</i> to others	

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

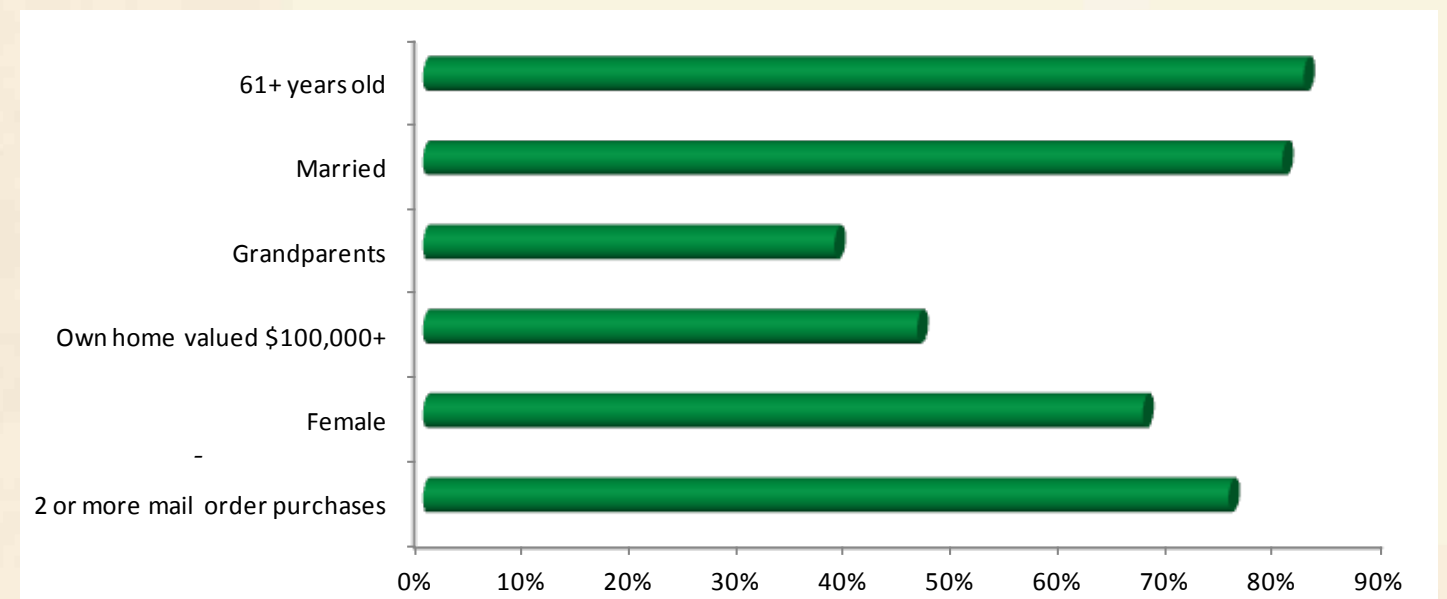
### Welcomed changes to *Good Old Days* magazine:

- Increased page count to 84 pages with cover
- Increased font size for better readability
- Eliminated the black-and-white pages. All interior pages are now full color and printed on non-glare paper. The cover was also redesigned.

In addition, we are proud to be currently celebrating our 50th anniversary! The *Good Old Days* inaugural issue was published in 1963, with regular editions beginning in 1964. Through March 2014, we will be featuring covers and stories from early issues as well as a Golden Memories column from Editor Emeritus Ken Tate. Readers are joining in the fun by submitting stories and photos from 50th anniversary milestones they've personally reached.

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 plus 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.



Average household income: \$55,000

## Buying Influence

### Cultural

- Charitable givers INDEX 387
- Veterans issues INDEX 395
- Cultural/politics INDEX 181
- Pet owners INDEX 267
- Travel INDEX 175

### Financial

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

### Health

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

Source - Merkel/MRI

PRINT

ONLINE



Special Features:

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

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.

Article titled 'Treat Yourself with this Tropical Trio' featuring images of pineapples and text about their health benefits.

'Rewind' section featuring 'Advertising Flashback', 'What Made Us Laugh', 'Classic Weaving Looms', and 'Do you remember... Lincoln Logs?' with various images and text.

'Picture This:' section featuring photos of people and text about their stories.

'Good Old Days on Wheels:' section featuring photos of vintage cars and text about their history.

'Picture This:' section featuring photos of people and text about their stories.

'Me and Mr. Blue' section featuring photos of a man and a car and text about their relationship.

Screenshot of the Good Old Days website homepage showing navigation menus, featured stories, and subscription information.

Advertisement for 'Live It Again' book featuring a 1948 car and text about exclusive images and ads.

Advertisement for 'Good Old Days' newsletter featuring a large title and text about free newsletters.

Table of Contents for the Good Old Days magazine featuring sections like Trivia Question, In the Good Old Days, Martin & Lewis, Facebook Want Ads, Crochet Corner, and Table of Contents.

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: 18,000

Good Old Days Newsletter Over 40,000 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 a total of 40,000 email subscriber names, with the lists being updated frequently.

# 2014 EDITORIAL CALENDAR\*



# PRINT SCHEDULE

## January/February 2014 Issue

On sale: December 2013

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, school-time crushes, love and marriage.

## March/April 2014 Issue

On sale: February 2014

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. Getting the garden ready, church on Easter Sunday, Easter egg hunts, baseball spring training.

## May/June 2014 Issue

On sale: April 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, gardening on hot summer days, graduation.

## July/August 2014 Issue

On sale: June 2014

Holidays Covered: Independence Day

Seasonal Story Examples: Summer activities. Hot weather, family vacations, threshing time, "Take me out to the ball game." The summer kitchen, canning the garden's produce, making our own summer fun.

## September/October 2014 Issue

On sale: August 2014

Holidays Covered: Labor Day, Halloween.

Story Examples: The first day of school, favorite Halloween memories, fall foliage; raking leaves, harvesttime, football memories.

## November/December 2014 Issue

On sale: October 2014

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.

\*Editorial calendar is subject to change without notice.

Issue	Ad Close Date	Materials Due Date	Shipped to Subscribers Date	In-Home Date
Jan/Feb 2014	10/24/13	10/31/13	12/13/13	12/31/13
March/April 2014	12/26/13	01/02/14	02/14/14	03/04/14
May/June 2014	02/27/14	03/06/14	04/18/14	05/06/14
July/Aug 2014	04/24/14	05/01/14	06/13/14	07/01/14
Sept/Oct 2014	06/26/14	07/02/14	08/15/14	09/02/14
Nov/Dec 2014	08/28/14	09/04/14	10/17/14	11/04/14
Jan/Feb 2015	10/23/14	10/30/14	12/12/14	12/30/14



# SPECS

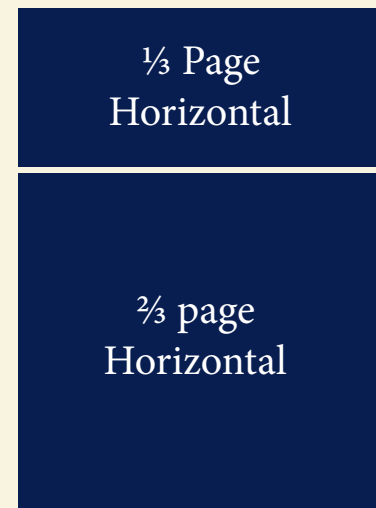


## Print



Full Page

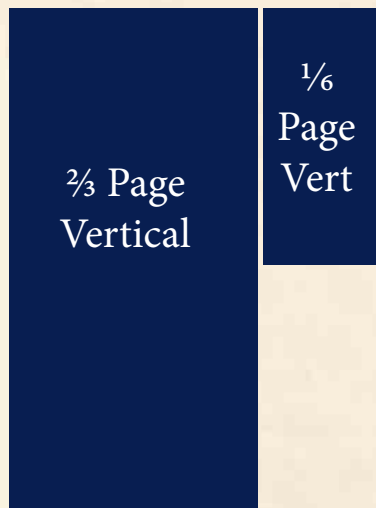
**Full Page**  
 Trim 8" x 10<sup>3</sup>/<sub>4</sub>"  
 Bleed 8<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>4</sub>"



<sup>1</sup>/<sub>3</sub> Page  
Horizontal

<sup>2</sup>/<sub>3</sub> page  
Horizontal

**One-Third Page**  
 Vertical 2<sup>1</sup>/<sub>4</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
 Horizontal 7" x 3<sup>3</sup>/<sub>8</sub>"  
 Square 4<sup>5</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"



<sup>2</sup>/<sub>3</sub> Page  
Vertical

<sup>1</sup>/<sub>6</sub>  
Page  
Vert

**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>"

**Two-Thirds Page**  
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 Horizontal 7" x 6<sup>1</sup>/<sub>4</sub>"

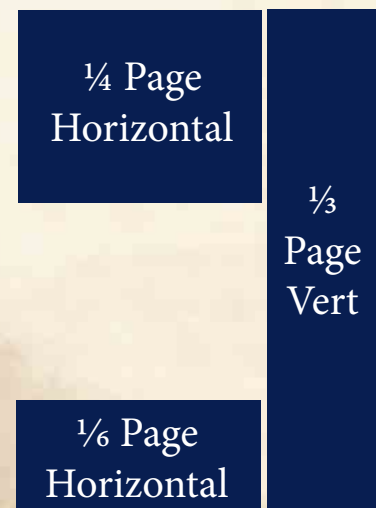
**One-Half Page**  
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 Horizontal 7" x 4<sup>5</sup>/<sub>8</sub>"



<sup>1</sup>/<sub>2</sub>  
Page  
Vert

<sup>1</sup>/<sub>12</sub>  
Page

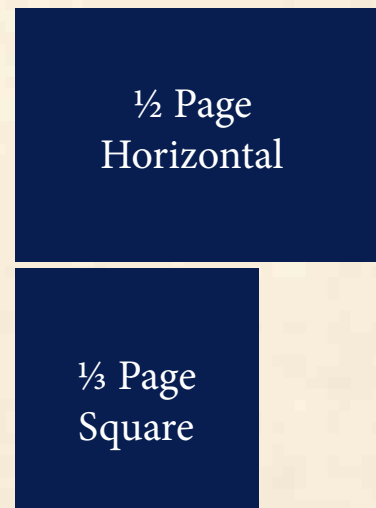
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<sup>1</sup>/<sub>4</sub> Page  
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Page  
Vert

<sup>1</sup>/<sub>6</sub> Page  
Horizontal



<sup>1</sup>/<sub>2</sub> Page  
Horizontal

<sup>1</sup>/<sub>3</sub> Page  
Square

## 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 <sup>1</sup> / <sub>2</sub> " (144–350 dpi)

### 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  
 Malinda Webster  
 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.

Contact us with questions:

Malinda Webster  
 Ad Traffic Coordinator  
 (877) 282-4724, ext. 309  
[Malinda\\_Webster@Annies-Publishing.com](mailto:Malinda_Webster@Annies-Publishing.com)

### 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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Account Manager:

Stephanie Crowe

Stephanie@RBAdvertisingReps.com

(914) 827-0015

Account Manager:

Kim Sullivan

Kim@RBAdvertisingReps.com

(203) 339-2539

Account Manager:

Zoey Maendel

Zoey@RBAdvertisingReps.com

(763) 464-2428

Account Manager:

Nick Distasio

Nick@RBAdvertisingReps.com

(561) 373-6004

Advertising Director

Michelle Thorpe

(877) 282-4724, ext. 4508

Michelle\_Thorpe@Annies-Publishing.com

Ad Traffic Coordinator

Malinda Webster

(877) 282-4724, ext. 4860

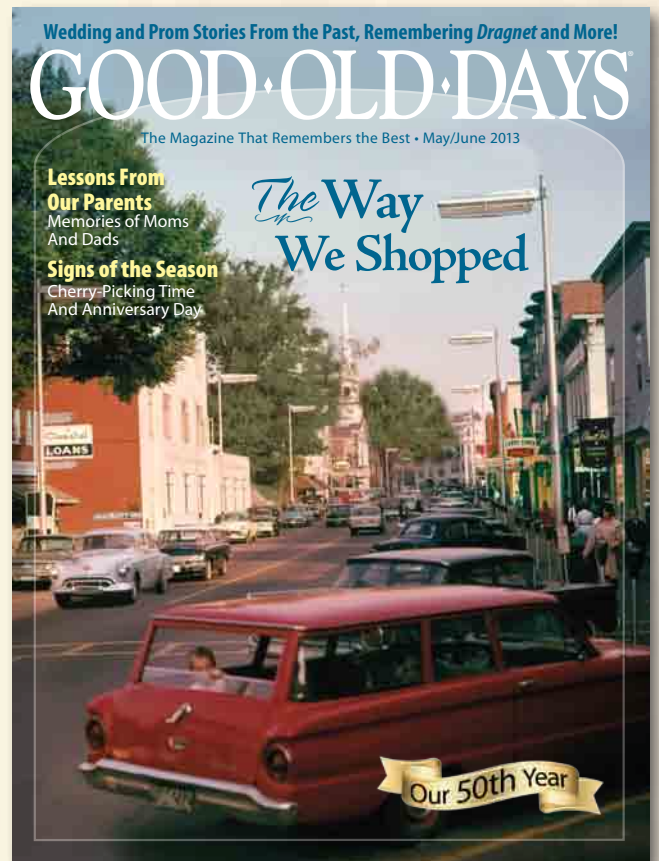
Malinda\_Webster@Annies-Publishing.com

Editor

Mary Beth Weisenburger

(260) 589-4000

Marybeth\_Weisenburger@Annies-Publishing.com



Annie's®

Celebrating home, family  
and the creative spirit