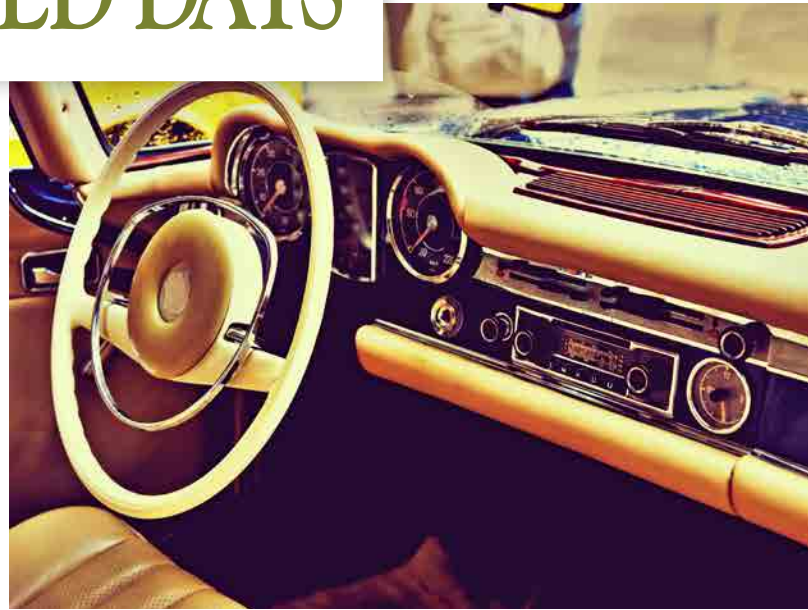
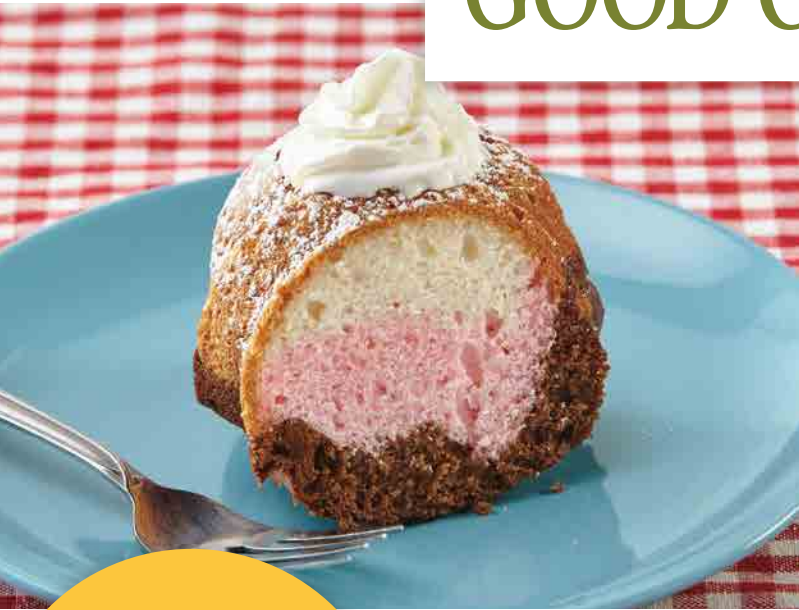




GOOD·OLD·DAYS®



2019

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 by 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: 140,000



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

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

EDITORIAL CALENDAR*

JANUARY/FEBRUARY 2019

On sale: October 2018

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

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

Featured Topic: The Corner Grocery Store

Submissions Deadline: 7/31/2018

MARCH/APRIL 2019

On sale: February 2019

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

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

Featured Topic: Your First TV

Submissions Deadline: 9/30/2018

MAY/JUNE 2019

On sale: April 2019

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: Young Entrepreneurs

Submissions Deadline: 11/30/2018

JULY/AUGUST 2019

On sale: June 2019

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: Comic Books

Submissions Deadline: 1/31/2019

SEPTEMBER/OCTOBER 2019

On sale: August 2019

Holidays Covered: Labor Day, Halloween.

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

Featured Topic: Lost and Found—memorabilia from the past

Submissions Deadline: 3/31/2019

NOVEMBER/DECEMBER 2019

On sale: October 2019

Holidays Covered: Veterans 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: Music That Stirred Our Souls

Submissions Deadline: 5/31/2019

For submission guidelines, email:

Editor@GoodOldDaysMagazine.com

PRINT SCHEDULE

| Issue | Ad Close Date | Materials Due Date | Mail Date | Newsstand Date |
|------------------|---------------|--------------------|-----------|----------------|
| Jan/Feb 2019 | 10/16/18 | 10/23/18 | 12/04/18 | 12/25/18 |
| March/April 2019 | 12/18/18 | 12/25/18 | 02/05/19 | 02/26/19 |
| May/June 2019 | 02/19/19 | 02/26/19 | 04/09/19 | 04/30/19 |
| July/Aug 2019 | 04/16/19 | 04/23/19 | 06/04/19 | 06/25/19 |
| Sept/Oct 2019 | 06/18/19 | 06/25/19 | 08/06/19 | 08/27/19 |
| Nov/Dec 2019 | 08/20/19 | 08/27/19 | 10/8/19 | 10/29/19 |
| Jan/Feb 2020 | 10/15/19 | 10/22/19 | 12/3/19 | 12/24/19 |

**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 70,000 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*.

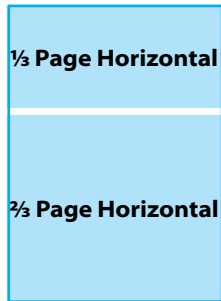
Dedicated Email Blasts

- *Good Old Days* has an email database of nostalgia lovers that can be accessed for your company's promotional email blasts. There are 70,000 email subscriber names, with the lists being updated frequently.

SPECIFICATIONS

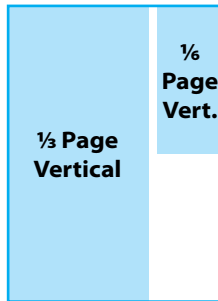


Full Page



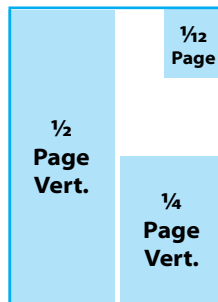
1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

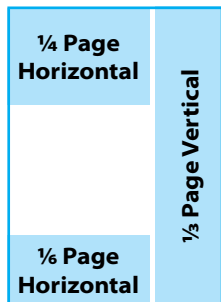
1/6 Page Vert.



1/2 Page Vert.

1/4 Page Vert.

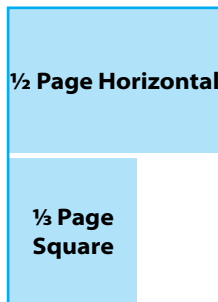
1/12 Page



1/4 Page Horizontal

1/6 Page Horizontal

1/3 Page Vertical



1/2 Page Horizontal

1/3 Page Square

Full Page

| | |
|-------|---------------------------------------|
| Trim | 8" x 10 ³ / ₄ " |
| Bleed | 8 ¹ / ₄ " x 11" |
| Live | 7" x 9 ³ / ₄ " |

One-Third Page

| | |
|------------|---|
| Vertical | 2 ¹ / ₄ " x 9 ¹ / ₂ " |
| Horizontal | 7" x 3 ¹ / ₈ " |
| Square | 4 ⁵ / ₈ " x 4 ⁵ / ₈ " |

Two-Thirds Page

| | |
|------------|---|
| Vertical | 4 ⁵ / ₈ " x 9 ¹ / ₂ " |
| Horizontal | 7" x 6 ¹ / ₄ " |

One-Half Page

| | |
|------------|---|
| Vertical | 3 ¹ / ₂ " x 9 ¹ / ₂ " |
| Horizontal | 7" x 4 ⁵ / ₈ " |

One-Fourth Page

| | |
|------------|---|
| Vertical | 3 ¹ / ₂ " x 4 ⁵ / ₈ " |
| Horizontal | 4 ⁵ / ₈ " x 3 ¹ / ₂ " |

One-Sixth Page

| | |
|------------|---|
| Vertical | 2 ¹ / ₄ " x 4 ⁵ / ₈ " |
| Horizontal | 4 ⁵ / ₈ " x 2 ¹ / ₄ " |

One-Twelfth Page

| | |
|--------|---|
| Square | 2 ¹ / ₄ " x 2 ¹ / ₄ " |
|--------|---|

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 ¹ / ₂ " (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.

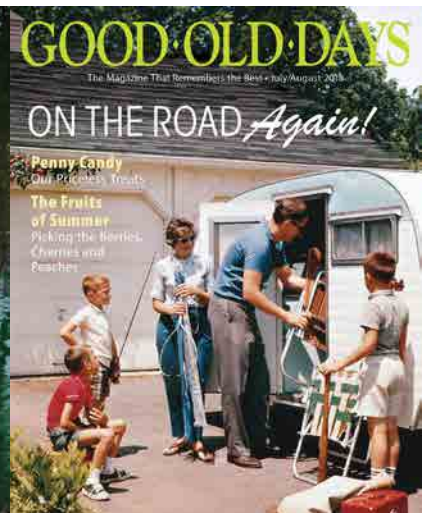
Images

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.

Questions? Contact: Adriana Wagner
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 (260) 849-4860
 Adriana_Wagner@Annies-Publishing.com



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Annie's®

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