

GOOD·OLD·DAYS®



Good Old Days, the magazine that remembers the best of times, features entertaining first-person stories from the 1930s to the 1970s that are contributed by our loyal readers.

Added to the mix of nostalgic recollections are old-fashioned home-cooking recipes, charming photos, special features highlighting the milestones of the time period, pop culture trivia and classic advertisements from the past. *Good Old Days* touches the hearts of readers as they travel down memory lane with each issue.

Annie's®
Celebrating home, family
and the creative spirit

Circulation & Stats

125,000	312,500	40,000	37,500	50,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

70 median reader age
70% female
95% are very satisfied with their subscription
98% would recommend *Good Old Days* to their friends and family
54% use Facebook
60% spend three or more hours with each issue
50% read all the ads
48% have visited a website from an advertisement in *Good Old Days*

Readers index high:

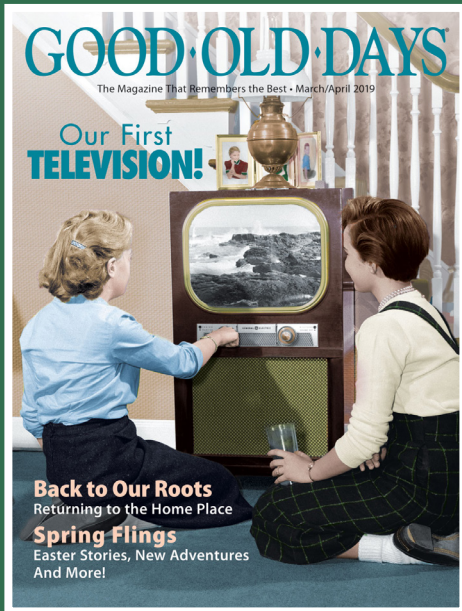
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Creative Marketing Opportunities

- Solo email blasts
- Banners in newsletters
- Sponsored content
- Sponsored sweepstakes
- Banners on websites
- Affiliate programs
- Content submissions
- Sponsored posts on social media
- Facebook live content
- Unique print opportunities – gatefolds and inserts
- Polybag onsert program
- Custom solutions
- Partnership opportunities

*Compiled from Reader Survey





Good Old Days Features

Good Old Days on Wheels: In this section we feature transportation-related articles: Learning to drive, a treasured first car, trips by train, a coveted bicycle, city trolley rides, etc.

Rewind: This two-page spread offers a visual collage of photos, stories, old advertisements, quotes (e.g., Things My Parents Used to Say), and other reader-submitted gems.

Bits and Pieces: Brief (100–300-word) memories are presented on this two-page spread. Any nostalgic story topic will be considered; photos are appreciated and encouraged.

Picture This: Readers may submit a single nostalgic photograph with a short, descriptive caption that takes us back in time.

Special Features: We publish an occasional biography, as well as historical stories on memorable events, fads, antiques, fashions, sports, music, literature, entertainment, etc.

Q&A: On Your Mind: Readers submit short answers to a question posed in the back of the magazine. This popular feature brings in a deluge of responses every issue!

Good Old Days in the Kitchen: It's home cooking at its finest as we feature perennial favorite comfort foods just like grandma used to make.

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Jan/Feb 2020	10/22/2019	10/29/2019	12/17/2019	12/31/2019
March/April 2020	12/17/2019	12/24/2019	02/11/2020	02/25/2020
May/June 2020	02/18/2020	02/25/2020	04/14/2020	04/28/2020
July/Aug 2020	04/14/2020	04/21/2020	06/09/2020	06/23/2020
Sept/Oct 2020	06/16/2020	06/23/2020	08/11/2020	08/25/2020
Nov/Dec 2020	08/18/2020	08/25/2020	10/13/2020	10/27/2020
Jan/Feb 2021	10/21/2020	10/28/2020	12/16/2020	12/30/2020

**Editorial calendar is subject to change without notice.*



Editorial Calendar

November/December 2019 Issue

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: Favorite Toys and Games

January/February 2020 Issue

On Sale: December 2019

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: Bookin' It—Libraries and Bookmobiles

March/April 2020 Issue

On Sale: February 2020

Submissions Deadline: 9/30/2019

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: Far From Home (Runaways and Getting Lost)

May/June 2020 Issue

On Sale: April 2020

Submissions Deadline: 11/30/2019

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: Hair Today, Gone Tomorrow—Hairstyles

July/August 2020 Issue

On Sale: June 2020

Submissions Deadline: 1/31/2020

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: Music That Stirred Our Souls

September/October 2020 Issue

On Sale: August 2020

Submissions Deadline: 3/31/2020

Holidays Covered: Labor Day, Halloween.

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

Featured Topic: Mail-Order Catalogs—They Captured Our Imagination

November/December 2020 Issue

On Sale: October 2020

Submissions Deadline: 5/31/2020

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: Learning to Cook

January/February 2021 Issue

On Sale: December 2020

Submissions Deadline: 7/31/2020

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: Call the Doctor

For submission guidelines, email:
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Specifications

Full Page

Trim 8½" x 10¾"
Bleed 8¾" x 11"
Live 7⅝" x 9¾"

Two-Thirds Page

Vertical 4⅝" x 9½"
Horizontal 7" x 6¼"

One-Half Page

Vertical 3½" x 9½"
Horizontal 7" x 4⅝"

One-Third Page

Vertical 2¼" x 9½"
Horizontal 7" x 3⅝"
Square 4⅝" x 4⅝"

One-Fourth Page

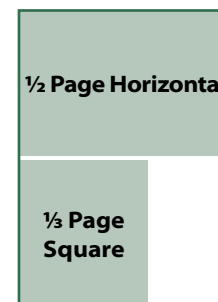
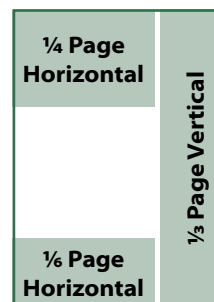
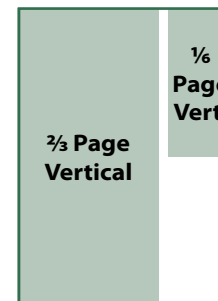
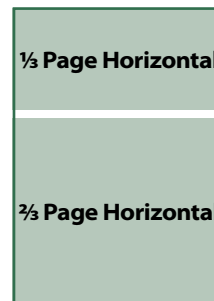
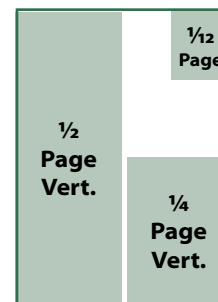
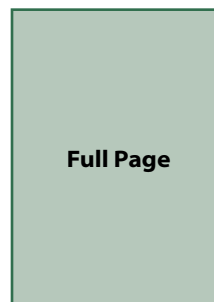
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

One-Sixth Page

Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"

One-Twelfth Page

Square 2¼" x 2¼"



Online

Unit

Leaderboards
Wide Skyscraper
Medium Rectangle
Newsletter Content Block

Size (Pixels)

728 x 90
160 x 600
300 x 250
500 x 400

Submitting Materials

Materials can be submitted via Mediabank.
Contact Adriana Wagner for login information.

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.