

# 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

<b>150,000</b>	<b>350,000</b>	<b>40,000</b>	<b>37,500</b>	<b>50,000</b>
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:

CD Money Market.....	INDEX 290
Financial Investments.....	INDEX 212
Credit Cards.....	INDEX 153
Stocks/Bonds.....	INDEX 217
Charitable Givers.....	INDEX 387
Veteran Issues.....	INDEX 395
Pet Owners.....	INDEX 267
Travel.....	INDEX 175
Diet and Health.....	INDEX 192
RX.....	INDEX 156

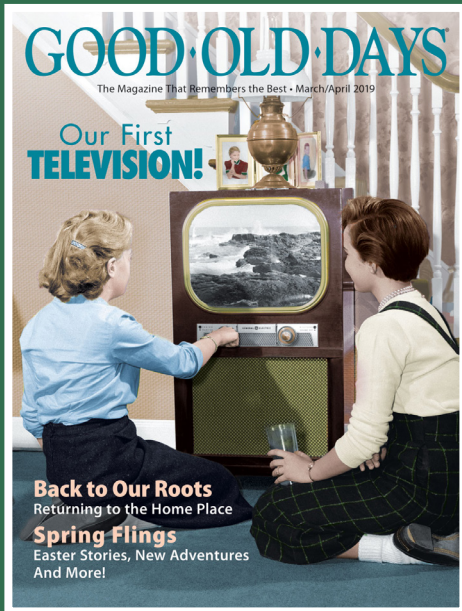
## Creative Marketing Opportunities

- 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

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### 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

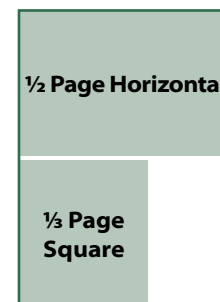
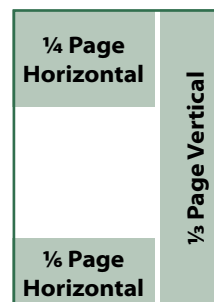
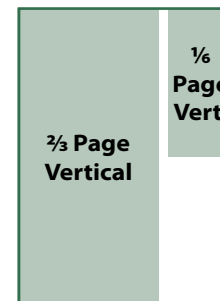
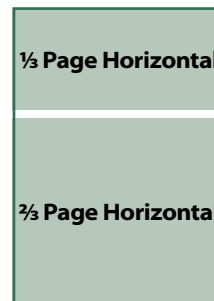
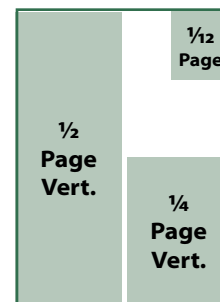
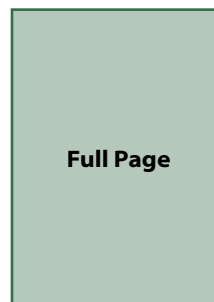
Vertical 3½" x 4⅝"  
Horizontal 4⅝" x 3½"

### 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.