

# 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

**170,000**  
Circulation

**425,000**  
Readership

**38,000**  
Unique  
Website  
Users

**161,000**  
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

*\*Compiled from reader survey*

## Creative Marketing Opportunities

- Solo email blasts
- Sponsored content
- Sponsored sweepstakes
- Banners on websites
- Affiliate programs
- Content submissions
- Unique print opportunities – gatefolds and inserts
- Polybag onsert program
- Custom solutions
- Partnership opportunities





## Good Old Days Features

**Good Old Days on Wheels**—In this department we feature transportation-related articles. You may relate stories of learning to drive, your first car, trips by train, a coveted bicycle, city trolley rides, etc. Photos are required with this feature!

**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. Consult the most recent version of *Good Old Days* to see the specific submissions we are currently requesting.

**Bits and Pieces**—Brief (100–300-word) memories are presented in 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.

**Special Features**—We publish an occasional biography, as well as historical stories on memorable events, fads, antiques, fashion, sports, music, literature, entertainment, etc. While this feature is often written by assigned columnists, we will consider other writers as well.

**Q&A: On Your Mind**—Readers may submit short answers to a question posed in the back of the magazine. Consult the latest issue for the current question.

**Note:** Submissions to *Good Old Days* should be captured in a personal, old-fashioned, storytelling format and range from 500–1,000 words. Photos to accompany articles are encouraged and increase the odds of acceptance.

## Print Schedule\*

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Jan/Feb 2022	10/19/2021	10/26/2021	12/18/2021	12/28/2021
March/April 2022	12/14/2021	12/21/2021	02/12/2022	02/22/2022
May/June 2022	02/08/2022	02/15/2022	04/16/2022	04/26/2022
July/Aug 2022	04/05/2022	04/12/2022	06/11/2022	06/21/2022
Sept/Oct 2022	06/07/2022	06/14/2022	08/13/2022	08/23/2022
Nov/Dec 2022	08/09/2022	08/16/2022	10/15/2022	10/25/2022
Jan/Feb 2023	10/11/2022	10/18/2022	12/17/2022	12/27/2022

\*Editorial calendar is subject to change without notice.





## Editorial Calendar\*

### January/February 2022

Submission due date: 7/24/2021

On-sale date: 12/28/2021

**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:** Company's Coming! How friends, family and strangers were welcomed

### March/April 2022

Submission due date: 9/23/2021

On-sale date: 2/22/2022

**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:** Overcoming the Odds: When times were tough, we were tougher

### May/June 2022

Submission due date: 11/23/2021

On-sale date: 4/26/2022

**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:** What They Didn't Know: White lies and coverups we told our parents

### July/August 2022

Submission due date: 1/24/2022

On-sale date: 6/21/2022

**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:** Parks and Playgrounds of Our Childhoods

### September/October 2022

Submission due date: 3/24/2022

On-sale date: 8/23/2022

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

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

**Featured Topic:** Danger Ahead! Flirting With Disaster

### November/December 2022

Submission due date: 5/23/2022

On-sale date: 10/25/2022

**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:** Where the Heart Is: Why Home Was Special

### January/February 2023

Submission due date: 7/31/2022

On-sale date: 12/27/2022

**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:** Repeat Performance: Those Hand-Me-Down Clothes

*\*Editorial content is subject to change.*

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





## Specifications

### Full Page

Trim 8" x 10 $\frac{3}{4}$ "  
Bleed 8 $\frac{1}{4}$ " x 11"  
Live 7 $\frac{1}{2}$ " x 10 $\frac{1}{4}$ "

### Two-Thirds Page

Vertical 4 $\frac{5}{8}$ " x 9 $\frac{1}{2}$ "  
Horizontal 7" x 6 $\frac{1}{4}$ "

### One-Half Page

Vertical 3 $\frac{1}{2}$ " x 9 $\frac{1}{2}$ "  
Horizontal 7" x 4 $\frac{5}{8}$ "

### One-Third Page

Vertical 2 $\frac{1}{4}$ " x 9 $\frac{1}{2}$ "  
Horizontal 7" x 3 $\frac{1}{8}$ "  
Square 4 $\frac{5}{8}$ " x 4 $\frac{5}{8}$ "

### One-Fourth Page

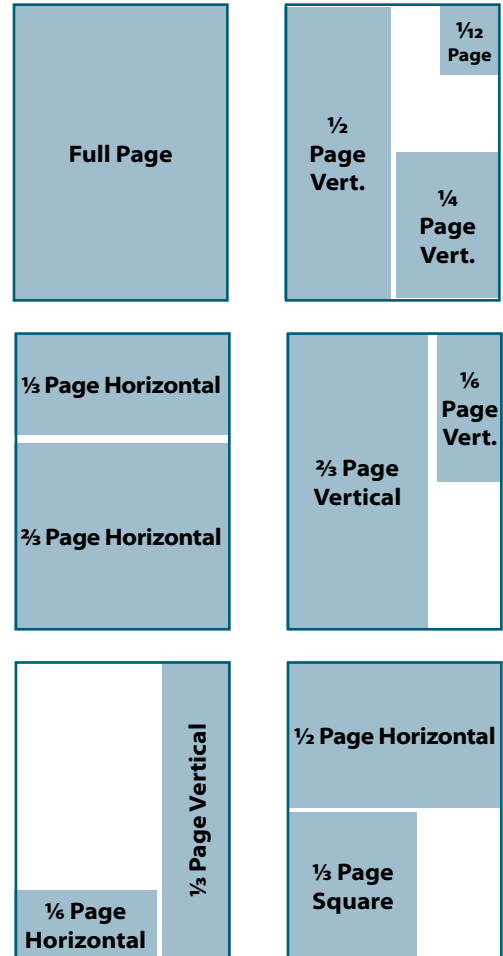
Vertical 3 $\frac{1}{2}$ " x 4 $\frac{5}{8}$ "

### One-Sixth Page

Vertical 2 $\frac{1}{4}$ " x 4 $\frac{5}{8}$ "  
Horizontal 4 $\frac{5}{8}$ " x 2 $\frac{1}{4}$ "

### One-Twelfth Page

Square 2 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "



## Contact Information

### Advertising Director

Michelle Thorpe  
(260) 849-4508  
Michelle\_Thorpe@Annies-Publishing.com

### Advertising Account Manager

Stephanie Crowe  
(914) 827-0015  
Stephanie@RBAAdvertisingReps.com

### Advertising Coordinator

Courtney Shoda  
(260) 849-4860  
Courtney\_Shoda@Annies-Publishing.com

### Editor

Mary Beth Weisenburger  
(260) 589-4000  
MaryBeth\_Weisenburger@Annies-Publishing.com

## Online

### Unit

Leaderboards  
Wide Skyscraper  
Medium Rectangle

### Size (Pixels)

728 x 90  
160 x 600  
300 x 250

### Submitting Materials

Materials can be submitted via MediaBank.  
Contact Courtney Shoda 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.