



GOOD·OLD·DAYS®



2023
MEDIA KIT



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®

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



CREATIVE MARKETING OPPORTUNITIES

- Solo Email Campaigns
- Editorial Content Submissions
- Sponsored Social Media
- Polybagged Inserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships

*Compiled from reader survey

ELZBIETA SEKOWSKA/SHUTTERSTOCK.COM

MAGAZINE CIRCULATION & STATS

125,000
Circulation

312,500
Readership

25,000
Email Counts

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

TESTIMONIALS

I have been a very happy subscriber for years! I look forward to reading every issue. I enjoy reading about simpler times.

—Susan A.

My entire family agrees that this is the best magazine we've read in forever. Thank you.

—Gary H.

The day it comes always makes me HAPPY! It has so much I remember and enjoy of the good old days. It brings back so many memories! It's just the BEST magazine.

—Ruth

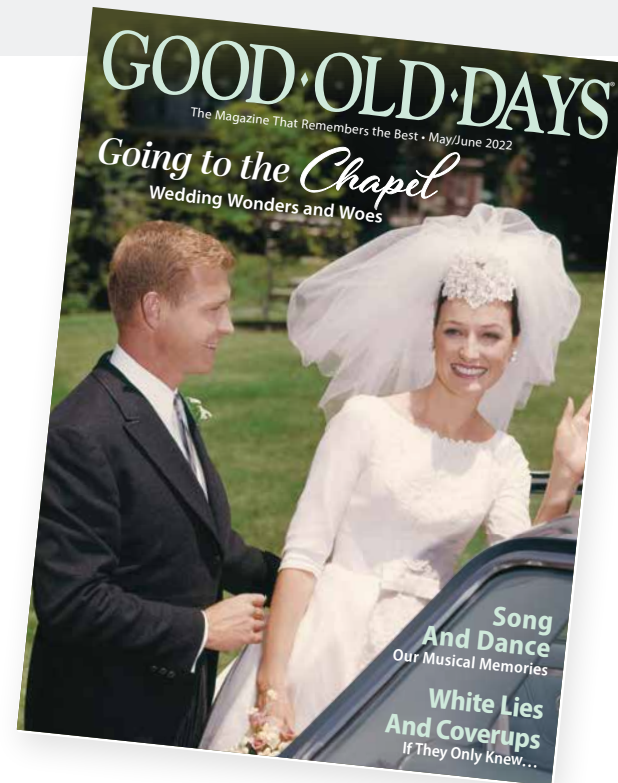
My husband and I both read it from cover to cover. We love your magazine and have been a subscriber for a good while.

For the last two years, I have given my cousin, who is one year older than me, a subscription for it. We saw her yesterday and gave her the acknowledgment of her subscription being extended and she said "This is the best gift. I love this magazine and my husband does also." We are completely satisfied with everything in your magazine and will continue to subscribe. I don't want to miss an issue.

—Dorothy T.

I love this magazine and read it from cover to cover soon as I receive it.

—Joyce G.



REGULAR 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!

GOOD OLD DAYS IN THE KITCHEN

In this article we feature recipes along with a heartwarming story to go with them.

LOOKING HOLLYWOOD WAY

In this feature our contributor takes a closer look at our favorite movies or television shows and the stars we loved to watch growing up, sharing little-known facts and behind-the-scenes information about the movies or television shows for all to enjoy.

GOOD OLD DAYS ON THE RADIO

Carl Amari of Hollywood360 and www.classicradioclub.com, well-known radio and podcast host, contributes an article each issue about classic radio shows and the actors who brought them to life for listeners across the country before television. Carl also gives our readers a free 30-minute episode of each show he writes about. Plus, readers can join *Good Old Days* editor, Kathy Lynch, as she chats live on Hollywood360 about the magazine as each is published.

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.



PRINT SCHEDULE*

**Print Schedule is subject to change without notice.*

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
FEBRUARY 2023	10/04/2022	10/11/2022	12/17/2022	12/27/2022
APRIL 2023	11/29/2022	12/06/2022	02/11/2023	02/21/2023
JUNE 2023	01/31/2023	02/07/2023	04/15/2023	04/25/2023
AUGUST 2023	03/28/2023	04/04/2023	06/10/2023	06/20/2023
OCTOBER 2023	05/30/2023	06/06/2023	08/12/2023	08/22/2023
DECEMBER 2023	08/01/2023	08/08/2023	10/14/2023	10/24/2023
FEBRUARY 2024	10/03/2023	10/10/2023	12/16/2023	12/26/2023



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2023 EDITORIAL CALENDAR

JANUARY/FEBRUARY 2023

SUBMISSION DUE DATE: 7/01/2022

ON-SALE DATE: 12/27/2022

- **Holidays Covered:** New Year's Eve and Day, Valentine's Day, Presidents Day.
- **Seasonal Story Examples:** Winter activities such as snowball fights, skating, sledding and cold-weather excursions. Passing time indoors during cold months. Meeting your spouse or special dates.
- **Featured Topic:** Repeat Performance: Those Hand-Me-Down Clothes.

MARCH/APRIL 2023

SUBMISSION DUE DATE: 9/01/2022

ON-SALE DATE: 2/21/2023

- **Holidays Covered:** St. Patrick's Day, Easter, April Fools' Day, Mardi Gras.
- **Seasonal Story Examples:** Special birthday events: sweet 16s, debutantes (or coming-outs), quinceañeras (15th birthdays), bar mitzvahs, bat mitzvahs. Easter celebrations, first communions, proms, springs formals, and the special ensembles worn during these events. April Fools' Day jokes.
- **Featured Topic:** "Are We There Yet?" Travel memories, including first-time trips or fun adventures on planes, trains, busses and automobiles.

MAY/JUNE 2023

SUBMISSION DUE DATE: 11/01/2022

ON-SALE DATE: 4/25/2023

- **Holidays Covered:** Mother's Day, May Day, Memorial/Decoration Day, Father's Day, Flag Day, Kentucky Derby, Cinco de Mayo, National Pet Month.
- **Seasonal Story Examples:** Memories of parents and grandparents, weddings, graduations. Working in the family yard or garden, such as growing food or flowers, or the first time you mowed the grass. Racing with friends at home or school. Favorite or funny pet stories.
- **Featured Topic:** Smells and tastes that whisk you back to a different time and place.



Editorial content subject to change.

CHIPIX/SHUTTERSTOCK.COM

Send editorial submissions to: Editor@GoodOldDaysMagazine.com

2023 EDITORIAL CALENDAR (CONTINUED)

JULY/AUGUST 2023

SUBMISSION DUE DATE: 1/01/2023

ON-SALE DATE: 6/20/2023

- **Holidays Covered:** Independence Day.
- **Seasonal Story Examples:** Summer fun with siblings and cousins, family vacations, summer camp memories, Fourth of July picnics and parties, drive-in movies, sandlot baseball games, Sunday dinners, neighborhood clubs and hideouts, state fair trips.
- **Featured Topic:** How you spent your summer vacation.

SEPTEMBER/OCTOBER 2023

SUBMISSION DUE DATE: 3/01/2023

ON-SALE DATE: 8/22/2023

- **Holidays Covered:** Labor Day, Halloween.
- **Seasonal Story Examples:** Back-to-school memories, school pictures, football games, harvesttime, trick-or-treat fun, trips to the haunted house in town, scary stories. Labor Day traditions, picnics and events. Your first day on the job or your most fun job.
- **Featured Topic:** The best thing about fall.

NOVEMBER/DECEMBER 2023

SUBMISSION DUE DATE: 5/01/2023

ON-SALE DATE: 10/24/2023

- **Holidays Covered:** Veterans Day, Thanksgiving, National Pearl Harbor Remembrance Day, Hanukkah, Kwanzaa, Christmas.
- **Seasonal Story Examples:** World War II memories, Thanksgiving, celebrating Christmas, Hanukkah, Kwanzaa; traditional foods prepared by your family for the holidays; Christmas Caroling, holiday school programs.
- **Featured Topic:** Where were you when...? Your memories of key historical events.

JANUARY/FEBRUARY 2024

SUBMISSION DUE DATE: 7/01/2023

ON-SALE DATE: 12/26/2023

- **Holidays Covered:** New Year's Eve and Day, Valentine's Day, Presidents Day.
- **Seasonal Story Examples:** Memories of the president when you were young; your best friend in neighborhood or school. Fun in the snow and cold-weather excursions. Favorite board games in winter. Meeting your soon-to-be-spouse's family. Your favorite Valentine's Day gift.
- **Featured Topic:** Taking care of the family home and farm during winter months.



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.

AD SPECIFICATIONS



FULL PAGE

TRIM	8" x 10 ³ / ₄ "
BLEED	8 ¹ / ₄ " x 11"
LIVE	7 ¹ / ₂ " x 10 ¹ / ₄ "

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-THIRD PAGE

VERTICAL	2 ¹ / ₄ " x 9 ¹ / ₂ "
HORIZONTAL	7" x 3 ¹ / ₈ "
SQUARE	4 ⁵ / ₈ " x 4 ⁵ / ₈ "

ONE-FOURTH PAGE

VERTICAL	3 ¹ / ₂ " x 4 ⁵ / ₈ "
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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 "
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DIGITAL

LEADERBOARDS	728px x 90px
WIDE SKYSCRAPER	160px x 600px
MEDIUM RECTANGLE	300px x 250px

SUBMITTING AD MATERIALS

Materials can be submitted via MediaBank.

Contact advertising coordinator 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

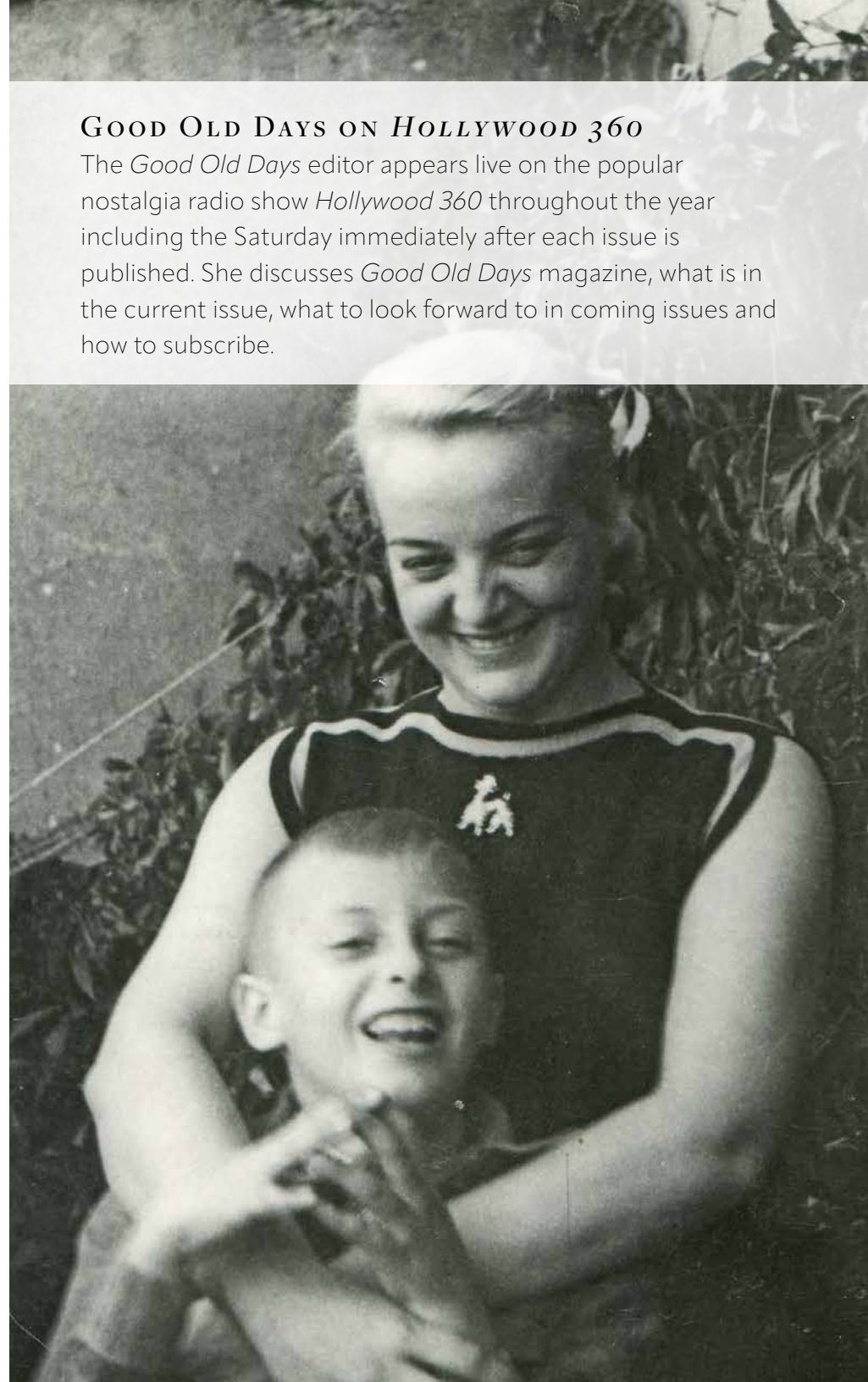
Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

COLORS

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

GOOD OLD DAYS ON *HOLLYWOOD 360*

The *Good Old Days* editor appears live on the popular nostalgia radio show *Hollywood 360* throughout the year including the Saturday immediately after each issue is published. She discusses *Good Old Days* magazine, what is in the current issue, what to look forward to in coming issues and how to subscribe.





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