

2024  
MEDIA KIT



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®

## READER PROFILE\*

**70**

median reader age

**70%**

are 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

- Editorial Content Submissions
- Sponsored Social Media Posts
- Polybagged Onserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships

*\*Compiled from reader survey*

# MAGAZINE CIRCULATION & STATS

**100,000**

Circulation

**250,000**

Readership

## 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

"*Good Old Days* is my favorite magazine! At one time, I was receiving 15 different magazines and I didn't have time to read all of them thoroughly. I have recently been cancelling most of the subscriptions when they come due. The one I will NEVER cancel is the *Good Old Days* subscription."  
—Subscriber

"I truly enjoy this magazine from front to back! It brings back memories of when I was a child, the days when things seemed so much better."  
—Subscriber

"We enjoy reading this publication and usually read it cover to cover and then quite often share it with friends."  
—Doug and Sue H.

"I love *Good Old Days* magazine. When I receive it, I don't read it all at once. I only read one story a day so it lasts longer. Our world now is in big trouble and I love to read about simpler times long ago. It is my favorite magazine, and I just ordered a gift subscription for a friend. I look forward to receiving it as it is a highlight to me."  
—Carole C.

"Reading each issue is a chance to sit down, quiet your mind and body, and let memories flood your soul. I have not found another magazine on the market that provides all these experiences. Please don't ever change your focus."  
—Ladene N.

"I'm so happy that I found *Good Old Days*. I enjoy reading it from cover to cover. The articles and stories are wonderful. They bring back fond memories. I learn new things as well."  
—Brian S.

"I know that for some people the '60s and '70s are their 'good old days.' But I relate to the stories of the '40s and '50s most. I especially like learning about how people made do with that they had and still managed to be happy. I also like the many humorous stories contributors have written."  
—Judy G.

"I love reading about the 'Good Old Days'! It gives me a warm feeling to relive those memorable moments in time. Takes me back to when things were family-oriented, kids were able to be kids, and living was easy!"  
—Subscriber

"My husband and I love reading *Good Old Days*. I first saw the magazine when my daughter, granddaughter, a friend of my daughter and I went on a four-day 'girl's trip' and my daughter's friend brought a copy for reading material to share. I loved it! That September, my daughter, knowing how much I enjoyed it, gave my husband and I a one-year subscription to the magazine."  
—Margaret R.

"I received the magazine as a Christmas gift many years ago. I read and enjoy the heartwarming stories in each issue. I have given a friend a subscription as a gift too."  
—Mary M.

"I think this magazine is perfect. My favorite by far."  
—Robin D.

"I read each issue from cover to cover—I like everything in *Good Old Days*."  
—Marion T.

"I discovered this magazine over 30 years ago in a flea market. Went back the next day and bought all they had!"  
—Vicki G.

# REGULAR FEATURES

## GOOD OLD DAYS ON WHEELS

In this department we feature transportation-related articles. Stories can tell of learning to drive, your first car, trips by train, a coveted bicycle, city trolley rides, etc. Submissions must include photos.

## GOOD OLD DAYS IN THE KITCHEN

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

## REWIND

This two-page spread offers a visual collage of photos, trivia questions, old advertisements, quotes and other reader-submitted gems. Consult the most recent version of *Good Old Days* to see the specific submissions requested for each issue.

## 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

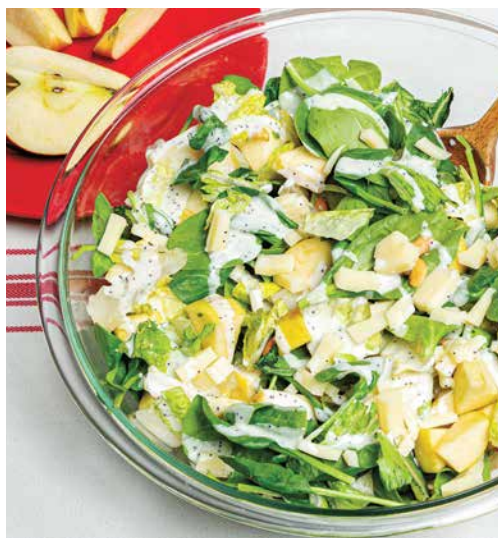
Readers may submit a single nostalgic photograph with a short, descriptive caption.

## 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.



# PRINT SCHEDULE\*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
FEBRUARY 2024	10/03/2023	10/10/2023	12/16/2023	12/26/2023
APRIL 2024	11/28/2023	12/05/2023	02/10/2024	02/20/2024
JUNE 2024	01/30/2024	02/06/2024	04/13/2024	04/23/2024
AUGUST 2024	03/26/2024	04/02/2024	06/08/2024	06/18/2024
OCTOBER 2024	05/28/2024	06/04/2024	08/10/2024	08/20/2024
DECEMBER 2024	07/30/2024	08/06/2024	10/12/2024	10/22/2024
FEBRUARY 2025	10/01/2024	10/08/2024	12/14/2024	12/24/2024



# 2024 EDITORIAL CALENDAR\*

## 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:** Winter activities: fun in the snow, cold-weather excursions and passing time indoors. First dates and romance.
- **Featured Topic:** Chores During the Winter Months—Helping the family with what needed to be done during the winter season.

## APRIL 2024

**SUBMISSION DUE DATE: 9/01/2023**

**ON-SALE DATE: 02/20/2024**

- **Holidays Covered:** St. Patrick's Day, Easter, April Fools' Day, Mardi Gras.
- **Seasonal Story Examples:** Spring cleaning, planting the gardens (food or flowers), mowing for the first time, making repairs around the home, airing out the house, etc. Also memories of spring celebrations, such as Easter, First Communion, St. Patrick's Day and proms, as well as milestones such as bar mitzvahs, quinceañeras or 16th birthday debutante parties.
- **Featured Topic:** Hard Times—How did you help your family get by? Did you earn extra money, wear hand-me-down clothes or sleep two to a bed?

## JUNE 2024

**SUBMISSION DUE DATE: 11/01/2023**

**ON-SALE DATE: 04/23/2024**

- **Holidays Covered:** Mother's Day, May Day, Memorial/Decoration Day, Father's Day, Flag Day.
- **Seasonal Story Examples:** Memories of parents' relationship, weddings, graduation fun, etc.
- **Featured Topic:** Neighborhood Tales—Did your neighborhood have a real sense of a community connection? This issue will include stories remembering neighborhood bridge clubs, neighbors helping each other, and block cookouts, parties and holiday celebrations. There will be stories about how everyone in the neighborhood kept an eye out for each other.



## AUGUST 2024

**SUBMISSION DUE DATE: 1/01/2024**

**ON-SALE DATE: 06/18/2024**

- **Holiday Covered:** Independence Day.
- **Seasonal Story Examples:** Summer chores, picnics, parades, baseball, selling homegrown fruits and vegetables at a stand, summer jobs, summer romance and attending the county fair.
- **Featured Topic:** Gone Fishin'—Do you have a memory of the one that got away? What about the person who taught you to fish or what your favorite fishing hole was like?

*\*Editorial content subject to change.*



## OCTOBER 2024

**SUBMISSION DUE DATE: 3/01/2024**  
**ON-SALE DATE: 08/20/2024**

- **Holidays Covered:** Labor Day, Columbus Day, Halloween.
- **Seasonal Story Examples:** Going back to school, football season, harvesttime, trick-or-treating memories, haunted houses in town, scary stories, Labor Day traditions and school pictures.
- **Featured Topic:** Dancing the Night Away—September 21 is National Dance Day. What was your favorite dance fad? Did you take dance lessons or learn from a family member, friends or TV? What were school dances like?

## DECEMBER 2024

**SUBMISSION DUE DATE: 5/01/2024**  
**ON-SALE DATE: 10/22/2024**

- **Holidays Covered:** Veterans Day, Thanksgiving, National Pearl Harbor Remembrance Day, Hanukkah, Christmas.
- **Seasonal Story Examples:** Celebrating Thanksgiving, Christmas, Hanukkah or other winter holidays; traditional foods prepared by your family; and special ways you prepared for Santa's visit.
- **Featured Topic:** Letting Your Creative Side Out—How did you express yourself? What was your favorite hobby? Did you knit, woodwork, quilt, paint, crochet, build model cars or planes, or whittle? What were some of your proudest creations?



**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. Photos must be your own property or authorized for use.

## FEBRUARY 2025

**SUBMISSION DUE DATE: 7/01/2024**  
**ON-SALE DATE: 12/24/2024**

- **Holidays Covered:** New Year's Eve and Day, Valentine's Day, Presidents Day.
- **Seasonal Story Examples:** Learning about presidents in the classroom, the winter trek to school, favorite cold-weather excursions and winter board games. Plus, stories about getting engaged and meeting in-laws, giving valentines and your favorite Valentine's Day gift.
- **Featured Topic:** We're With the Band—Did you play any musical instruments, or did a family member? Were you or your friends part of a band? What was your favorite singer or group? Do you remember seeing them? What music did you like to listen to?

*\*Editorial content subject to change.*



# AD SPECIFICATIONS



## FULL PAGE

TRIM	8" x 10 <sup>3</sup> / <sub>4</sub> "
BLEED	8 <sup>1</sup> / <sub>4</sub> " x 11"
LIVE	7 <sup>1</sup> / <sub>2</sub> " x 10 <sup>1</sup> / <sub>4</sub> "

## TWO-THIRDS PAGE

VERTICAL	4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
HORIZONTAL	7" x 6 <sup>1</sup> / <sub>4</sub> "

## ONE-HALF PAGE

VERTICAL	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
HORIZONTAL	7" x 4 <sup>5</sup> / <sub>8</sub> "

## ONE-THIRD PAGE

VERTICAL	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
SQUARE	4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "

## ONE-FOURTH PAGE

VERTICAL	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
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## ONE-SIXTH PAGE

VERTICAL	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
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## ONE-TWELFTH PAGE

SQUARE	2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
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## TWO-PAGE SPREAD

TRIM	16" x 10 <sup>3</sup> / <sub>4</sub> "
BLEED	16 <sup>1</sup> / <sub>4</sub> " x 11"

## 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 the 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, TIFFs, JPEGs 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* six times per year on the Saturday immediately after each issue goes out. They discuss *Good Old Days* magazine, including what is in the current issue, what to look forward in coming issues and how to subscribe.





## CONTACT

### **ADVERTISING DIRECTOR**

Michelle Thorpe

(260) 849-4508

[Michelle\\_Thorpe@Annies-Publishing.com](mailto:Michelle_Thorpe@Annies-Publishing.com)

### **ADVERTISING ACCOUNT MANAGER**

Stephanie Crowe

(914) 827-0015

[Stephanie@RBAdvertisingReps.com](mailto:Stephanie@RBAdvertisingReps.com)

### **ADVERTISING COORDINATOR**

Courtney Shoda

(260) 849-4860

[Courtney\\_Shoda@Annies-Publishing.com](mailto:Courtney_Shoda@Annies-Publishing.com)

### **EDITOR**

Kathy Lynch

(260) 849-4239

[Kathy\\_Lynch@Annies-Publishing.com](mailto:Kathy_Lynch@Annies-Publishing.com)