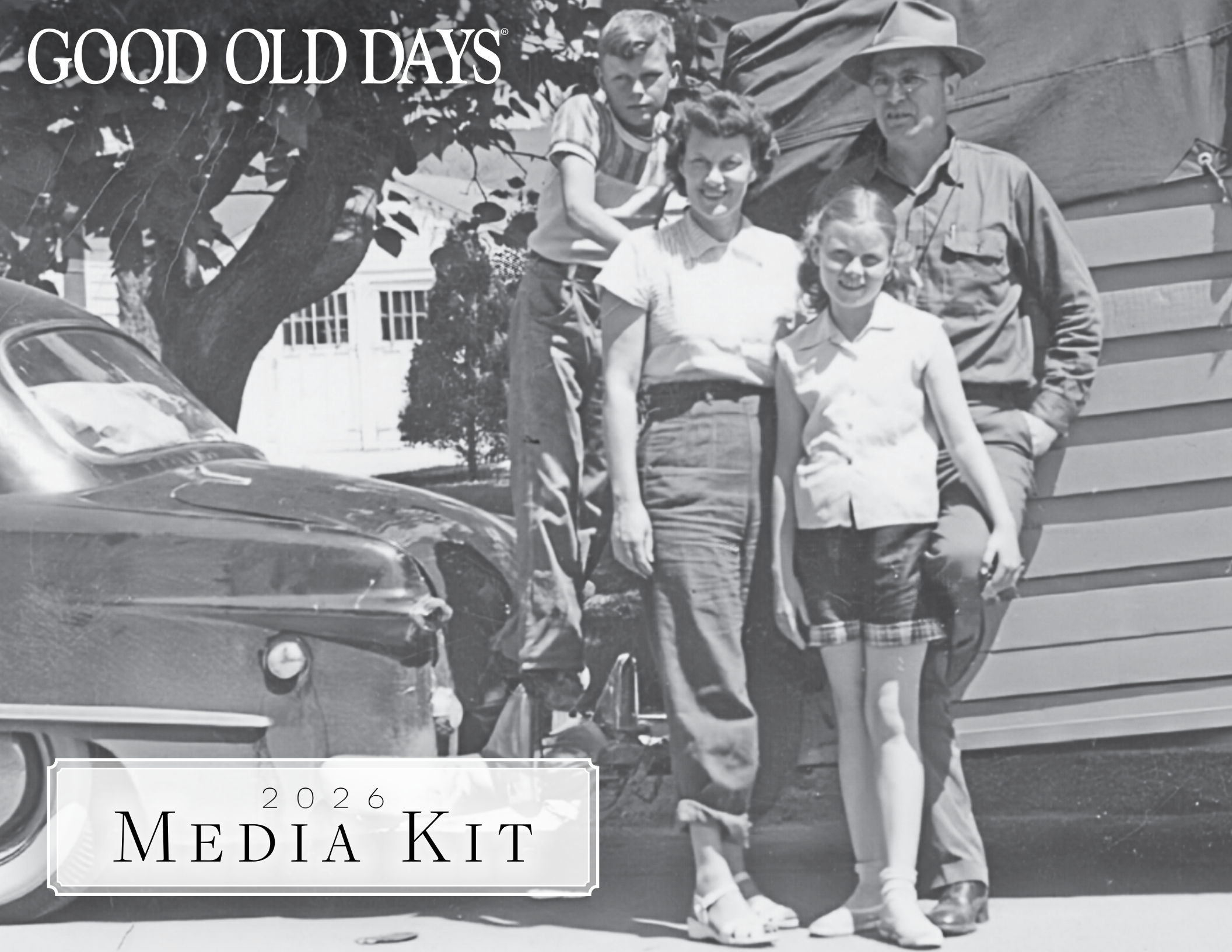




GOOD OLD DAYS[®]

2026
MEDIA KIT



GOOD OLD DAYS, the magazine that remembers the best of times, features entertaining first-person stories from the 1940s 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 ATTIC
ESTD 1975

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



Good Old Days magazine is the magazine that remembers the best! Each issue includes personal stories and recollections, vintage photos, favorite old-time recipes, retro advertisements, quizzes and more.

MAGAZINE CIRCULATION & STATS

85,000
Circulation

213,000
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

"Love reading the stories!" —Jean W.

"The only magazine I read start to finish.
Then I pass it to a friend." —Marlyn A. M.

"I got my latest issue. Loved it, as usual.
I have given my three children—all in
their 50s—gift subscriptions." —Tom O.

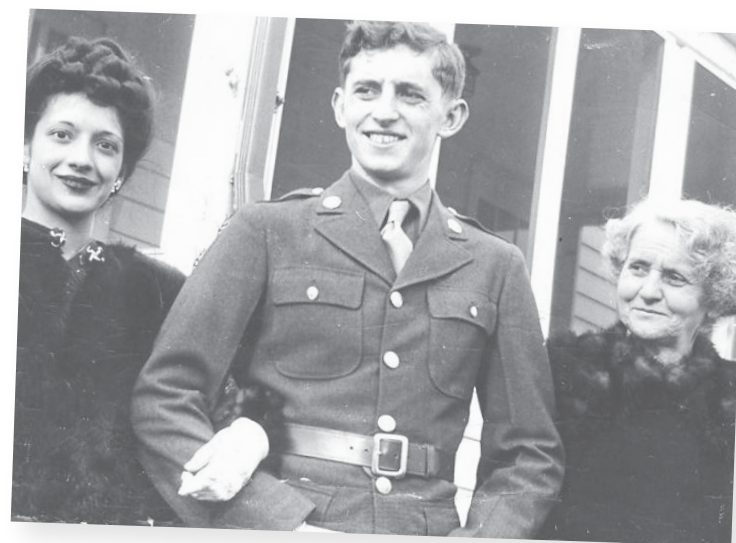
"Love the magazine. Been buying it
since 1998." —Sterling P.

"Got my latest issue and I love that it has
so much baseball in it!" —Max H.

"One of my all-time favorite magazines.
It brings back wonderful memories."
—Annette H. S.

"I can never decide which story is my
favorite. Every one of them pulls on my
heartstrings and makes me feel cozy and
hopeful." —Melanie D.

"Love this magazine! I make it last
longer by only reading a couple of
stories every day while I am eating my
lunch." —Robin D.



 Find *Good Old Days* on Facebook

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.

REWIND

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

BITS AND PIECES

Brief (100–250-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
FEBRUARY 2026	9/30/2025	10/7/2025	12/13/2025
APRIL 2026	11/25/2025	12/2/2025	2/7/2026
JUNE 2026	1/27/2026	2/3/2026	4/11/2026
AUGUST 2026	3/24/2026	3/31/2026	6/6/2026
OCTOBER 2026	5/26/2026	6/2/2026	8/8/2026
DECEMBER 2026	7/28/2026	8/4/2026	10/10/2026
FEBRUARY 2027	9/29/2026	10/6/2026	12/12/2026



2026 EDITORIAL CALENDAR*

FEBRUARY 2026

SUBMISSION DUE DATE: 7/1/2025
IN HOME DATE: 12/13/2025

- **Holidays Covered:** New Year's Eve and Day, Valentine's Day, Presidents Day.
- **Seasonal Story Examples:** Memories of family New Year's traditions, first dates that led to wedding proposals, sending valentines, Valentine's Day dances, fun ways to spend a snow day.
- **Featured Topics:** City Sights (visiting or living in the big city). Helping With the Cooking. Your First Crush.

JUNE 2026

SUBMISSION DUE DATE: 11/1/2025
IN HOME DATE: 4/11/2026

- **Holidays Covered:** Mother's Day, May Day, Memorial/Decoration Day, Father's Day, Flag Day.
- **Seasonal Story Examples:** Special Mother's Day and Father's Day celebrations, the end of the school year, graduations, spring dances.
- **Featured Topics:** Teenage Friday Night Fun. Laundry Day. How I Learned the Value of Money.



APRIL 2026

SUBMISSION DUE DATE: 9/1/2025
IN HOME DATE: 2/7/2026

- **Holidays Covered:** St. Patrick's Day, Easter, April Fools' Day, Mardi Gras.
- **Seasonal Story Examples:** Spring chores, visiting the Easter Bunny, the first signs of warm weather, springtime activities.
- **Featured Topics:** That Special Wedding Day. Brush With Fame (meeting celebrities or famous people). The Fashion of Our Times (special outfits and favorite items).



AUGUST 2026

SUBMISSION DUE DATE: 1/1/2026
IN HOME DATE: 6/6/2026

- **Holiday Covered:** Independence Day.
- **Seasonal Story Examples:** Summer fun, picnics and parades, vacations and road trips, staying cool in the hot weather.
- **Featured Topics:** Strong Friendships. The Local Swimming Pool or Swimming Hole. The Race to Space (watching the moon landing, wanting to be an astronaut, school drills).
- **Special Feature:** Celebrating America's 250th Anniversary, including Reader Stories on "What America Means to Me."

**Editorial content subject to change.*

Send all editorial submissions to Editor@GoodOldDaysMagazine.com (the preferred method)
or mail to Good Old Days Editor, 306 E. Parr Road, Berne, IN 46711.

OCTOBER 2026

SUBMISSION DUE DATE: 3/1/2026

IN HOME DATE: 8/8/2026

- **Holidays Covered:** Labor Day, Columbus Day, Halloween.
- **Seasonal Story Examples:** The first day of the school year, back-to-school shopping, football season, trick-or-treating and Halloween fun, Labor Day traditions.
- **Featured Topics:** Your Favorite Teacher or Class. Competitions or Starring Moments. Your First Apartment or House.

DECEMBER 2026

SUBMISSION DUE DATE: 5/1/2026

IN HOME DATE: 10/10/2026

- **Holidays Covered:** Veterans Day, Thanksgiving, Hanukkah, Christmas.
- **Seasonal Story Examples:** Celebrating winter holidays, Christmas family traditions, special ways you prepared for the holidays, school breaks.
- **Featured Topics:** Holiday Mishaps. Your Favorite Childhood Toys. Holding Down the Home Front.

Note: Submissions to Good Old Days should be captured in a personal, old-fashioned, storytelling format and be no longer than 1200 words. Photos to accompany articles are encouraged and increase the odds of acceptance. Photos must be your own property or be authorized for use.



FEBRUARY 2027

SUBMISSION DUE DATE: 7/1/2026

IN HOME DATE: 12/12/2026

- **Holidays Covered:** New Year's Eve and Day, Valentine's Day, Presidents Day.
- **Seasonal Story Examples:** New Year's traditions, school Valentine's Day events, memories of big snows, how you kept busy during winter.
- **Featured Topic:** Traveling by Train. Honeymoon Stories. Learning Life's Lessons/Mentors Who Made Big Impacts on Your Life.

**Editorial content subject to change.*

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AD 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 $\frac{1}{2}$ "
SQUARE	4 $\frac{5}{8}$ " x 4 $\frac{5}{8}$ "

ONE-FOURTH PAGE

VERTICAL	3 $\frac{1}{2}$ " x 4 $\frac{5}{8}$ "
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ONE-SIXTH PAGE

VERTICAL	2 $\frac{1}{4}$ " x 4 $\frac{5}{8}$ "
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ONE-TWELFTH PAGE

SQUARE	2 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "
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TWO-PAGE SPREAD

TRIM	16" x 10 $\frac{3}{4}$ "
BLEED	16 $\frac{1}{4}$ " x 11"

SUBMITTING AD MATERIALS

Materials can be submitted via MediaBank.

Contact the advertising coordinator for login information.



ELECTRONIC MEDIA

Annie's Attic 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.

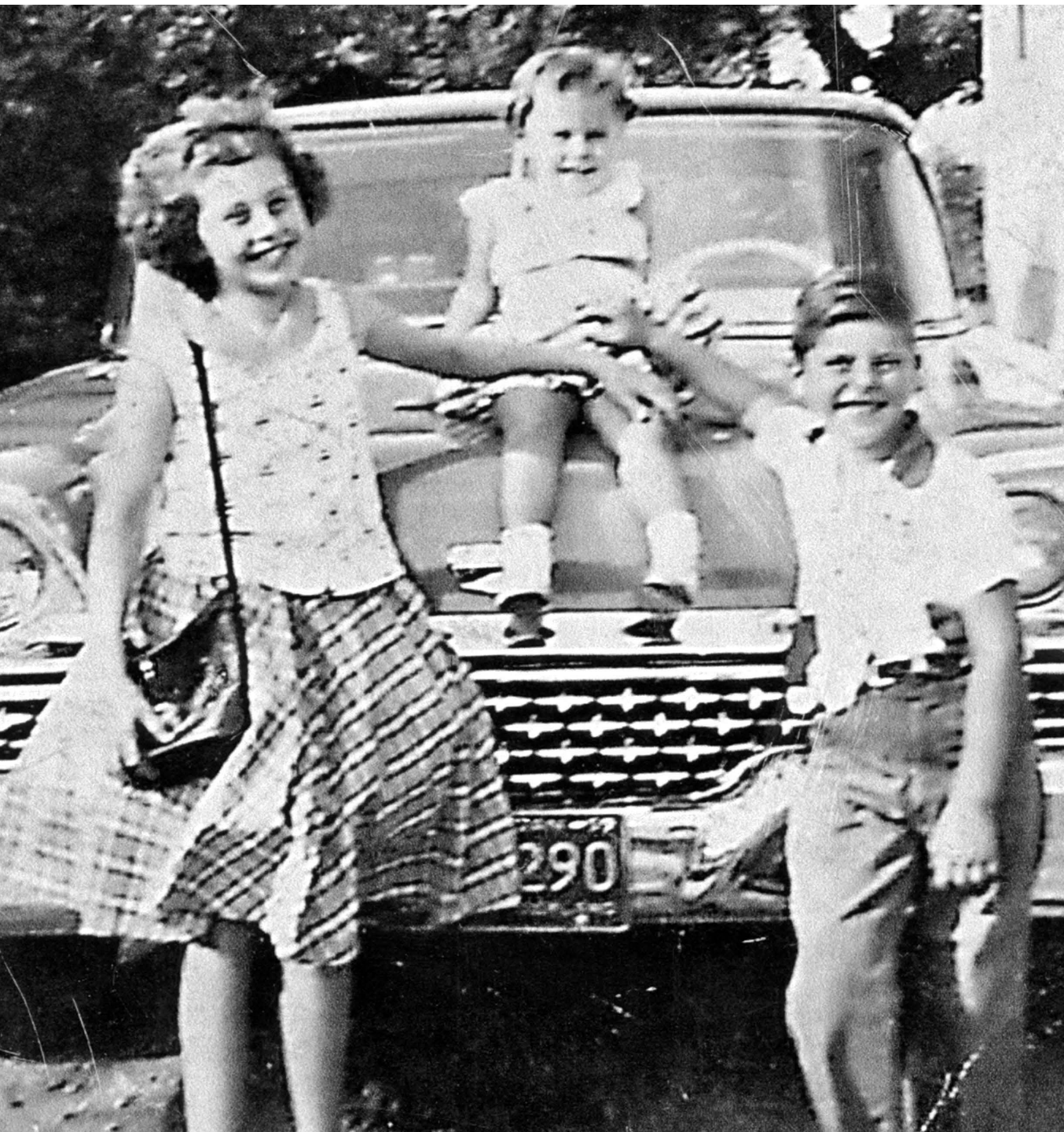
IMAGES

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, TIFFs, JPEGs or EPS files are accepted. (Annie's Attic 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.





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