

JAN-DEC 2023

Good News^{MAGAZINE}

MEDIA KIT





Building Stronger Communities

Through positive stories

Consuming angry, sad, and negative news can make readers feel overwhelmed and helpless. We want to remember there are still uplifting people to meet and positive stories to tell.

There's Good News out there! We want to shine a light on people, businesses, and events that uplift the community. Thanks to advertisers like you, we can share our monthly magazine with your town.

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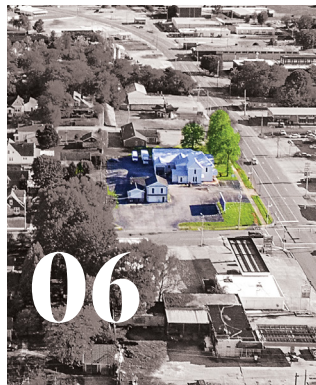
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Why support Good News?

Aligning with advertisers that share in the spirit of community

Good News Magazine not only lets you reach your audience directly, it's also a way to build brand recognition and positive associations over time. Placing your ad alongside engaging, positive stories means it's much more likely to be seen and well received.

Our beautiful design and community focus result in a premium publication that readers keep in their home for long periods of time — leading to more views of your ad.



IN-HOME DELIVERY

Your ad goes to proven buyers. We only mail to families with both disposable income and/or interest.



LOCAL AUDIENCES

Your message reaches fans of the magazine. Local readers suggest more than 90% of the stories we tell.



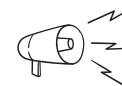
POSITIVE ASSOCIATION

Your ad lives with positive and 'viral' content. Readers fall in love with their town and your business.



LONG SHELF LIFE

Readers look at your ad over and over again. 60% of readers keep every issue for more than 60 days.



ADVERTISE CONSISTENTLY

People need to see an ad many times before buying. Your ad stays in front of readers every month.



POWER OF PRINT

Social media is drowning in negativity. Readers notice your ad as they crave the good ol' days.



Who reads Good News?

Local Demographics

78%

**PERCENTAGE FEMALE

22%

**PERCENTAGE MALE

\$56,000

*MEDIAN HHI
combined annual household income

45 -74

*AGE RANGE
accounts for 60% of readers

*CVC AUDIT, JANUARY 2023 | **AS OF FEBRUARY 2023



148,922
Total Combined Reach

50,976

*PRINT READERS

318

**NUMBER OF ADVERTISERS

19,419

**MONTHLY WEBSITE TRAFFIC

78,527

**SOCIAL MEDIA REACH

*CVC AUDIT, JANUARY 2023 | **AS OF FEBRUARY 2023



How our readers engage

Independent readership study results

98%

OF READERS

say they would purchase a product or visit a local business featured in the magazine

90%

OF READERS

say they read most of the magazine

77%

OF INDIVIDUAL COPIES

are read by more than one person

63%

OF READERS

have eaten at a restaurant seen in the magazine

69%

OF READERS

spend over 30 minutes reading the magazine

60%

OF SUBSCRIBERS

keep the magazine for more than two months

65%

OF READERS

keep the magazine on their nightstand or coffee table



DATA FROM CVC AUDIT, JANUARY 2023



Good News

This section of the magazine covers local positive news you may have missed.

- ✓ City News
- ✓ County News
- ✓ School News
- ✓ Sports News



Good Living

This section of the magazine covers local people or businesses you need to know about.

- ✓ People
- ✓ Businesses
- ✓ Faith
- ✓ Nonprofits



Good Times

This section of the magazine covers local things to do.

- ✓ Event Stories
- ✓ Community Calendar
- ✓ Positive Impact
- ✓ Happy Memories

Magazine Overview

Positive stories
in three chapters

Each magazine is full of positive, uplifting stories of people, businesses, and events in the community. Through submissions by our readers, we are able to discover and share stories of all the good happening in your area.

THEMES, DEADLINES, AND MAILING DATES



If I Can Dream

JANUARY 2023

Stories about nostalgia, local history, 50s and 60s themes, appreciation of hometown.

Deadlines

Sponsored Content.....10/28/22
Ad Reservation & Content 12/2/22
Mailed to Homes.....12/16/22



From the Heart

FEBRUARY 2023

Stories about love: romantic love, brotherly love, friendship, and connection in the community.

Deadlines

Sponsored Content.....11/27/22
Ad Reservation & Content ..12/29/22
Mailed to Homes.....1/13/23



Women of [Town]

MARCH 2023

Stories about powerful and impactful women in the community for Women's History Month.

Deadlines

Sponsored Content.....12/23/22
Ad Reservation & Content1/27/23
Mailed to Homes.....2/10/23



Education in Bloom

APRIL 2023

Stories about coming of age; growth in personality, education, workplace, or community.

Deadlines

Sponsored Content.....1/20/23
Ad Reservation & Content2/24/23
Mailed to Homes.....3/10/23



Shop Local

MAY 2023

Stories about people who run small businesses and local shoppers who support them.

Deadlines

Sponsored Content.....2/28/23
Ad Reservation & Content3/30/23
Mailed to Homes.....4/14/23



Summer Guide

JUNE 2023

Stories about entertainment: things to do in the community, theater, parks, and other places to visit.

Deadlines

Sponsored Content.....3/27/23
Ad Reservation & Content4/27/23
Mailed to Homes.....5/12/23



The Next Generation

JULY 2023

Stories about leaders, entrepreneurs, and workers under 35 who are contributing to local success.

Deadlines

Sponsored Content.....4/25/23
Ad Reservation & Content5/25/23
Mailed to Homes.....6/9/23



The Food Issue

AUGUST 2023

Stories about local restaurants and their owners, plus amazing food to try in the community.

Deadlines

Sponsored Content.....5/29/23
Ad Reservation & Content6/29/23
Mailed to Homes.....7/14/23



Hometown Sports

SEPTEMBER 2023

Stories about players, the sports season, high school football, coaches, and local legends.

Deadlines

Sponsored Content.....6/27/23
Ad Reservation & Content7/27/23
Mailed to Homes.....8/11/23



Autumn Harvest

OCTOBER 2023

Stories about local farmers, attractions, and families who enhance the fall season.

Deadlines

Sponsored Content.....7/31/23
Ad Reservation & Content8/31/23
Mailed to Homes.....9/15/23



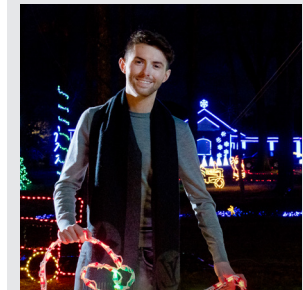
Our Heroes

NOVEMBER 2023

Stories about first responders and the impact they have on the community, keeping us safe.

Deadlines

Sponsored Content.....8/28/23
Ad Reservation & Content9/28/23
Mailed to Homes.....10/13/23



Home for the Holidays

DECEMBER 2023

Stories about local Christmas events, and the reunion that happens around Christmas time.

Deadlines

Sponsored Content.....9/26/23
Ad Reservation & Content10/26/23
Mailed to Homes.....11/10/23

Be part of something good

Become a Good News Advertising Sponsor

Advertising Discounts

50% OFF

For ads picked up in other markets. First ad is full price.

15% OFF

For running an ad for 6 consecutive months

30% OFF

For being a consistent 12 month advertiser

50% OFF

Multi-pages in the same edition (first page is full price)

Premium Positions

BACK COVER



One Run	\$3,078
Annual 30% Discount	\$2,095

INSIDE COVERS



One Run	\$2,589
Annual 30% Discount	\$1,761

FULL PAGE



One Run	\$2,101
Annual 30% Discount	\$1,429

Special Sections

TWO PAGE / SPONSORED CONTENT



One Run	Custom Quote
Annual 30% Discount	Custom Quote

CALENDAR OF EVENTS



One Run	N/A
Annual 30% Discount	\$1,027

TABLE OF CONTENTS



One Run	N/A
Annual 30% Discount	\$1,027

Fractional Sizes

HALF PAGE



One Run	\$1,156
Annual 30% Discount	\$786

THREE-EIGHTHS PAGE



One Run	\$894
Annual 30% Discount	\$609

QUARTER PAGE



One Run	\$596
Annual 30% Discount	\$405

What our readers say

Check out these amazing reviews from anonymous readers of our magazine! They answered a survey conducted by the Circulation Verification Council. Here are some reasons they gave for why you should advertise in Good News!



"I am exposed to more advertisers in Good News than in any other publication that I have seen in this area."

"Advertising in a positive news magazine increases your chances of attracting customers. Ads are readable and colorful."

"Great magazine for shopping and eating LOCAL! Thank you for publishing useful information on our little community."

"This magazine allows owners to share what is closest to their hearts while showcasing their products. Plus the customer service Good News offers is outstanding. The magazine is very well put together, well polished, neat, and very inviting. I look forward to each one!"

"The content of the magazine is wholesome and seems to support a good cause. It is much preferable to other advertising sources because it seems to build up the community, rather than solely profit from it."

"Good News is a great magazine, and it is delivered to many people, probably more than the local newspaper. I look all the way through and read most of it. It is the best place to advertise."



Ad Dimensions

Thanks to our amazing in-house ad agency we are able to design your next Good News ad at no additional charge. If you are providing your own artwork, please follow the guidelines below.

Acceptable File Formats

We accept the following file formats: EPS, PDF, and PSD.

Color and Resolution

Make sure you send files using the CMYK color space and at a resolution of 300 DPI.

Common problems to avoid

Please check your ad for these errors before uploading:

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks/color bars in the live area

We want to print your ads correctly

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

Print Ad Production Contact

Todd Pitts, Ad Production Manager
email • Todd@GoodNewsMags.com

Premium Positions

BACK COVER



Bleed Size	9.25" x 11.125"
Trim Size	9" x 10.875"
Live Area	8" x 9.88"

Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

INSIDE COVERS



Bleed Size	9.25" x 11.125"
Trim Size	9" x 10.875"
Live Area	8" x 9.88"

Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

FULL PAGE

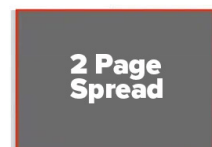


Bleed Size	9.25" x 11.125"
Trim Size	9" x 10.875"
Live Area	8" x 9.88"

Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

Special Sections

TWO PAGE / SPONSORED CONTENT



Bleed Size	18.25" x 11.125"
Trim Size	18" x 10.875"
Live Area	17" x 9.8808"

Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

CALENDAR OF EVENTS



Right Side	3.25" x 11.125"
Left Side	3.25" x 11.125"

Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

TABLE OF CONTENTS



Vertical	3.875" x 9.875"
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Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

Fractional Sizes

HALF PAGE



Horizontal	8" x 4.81"
Vertical	3.875" x 9.875"

Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

THREE-EIGHTHS PAGE



Vertical	3.875" x 7.34"
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Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

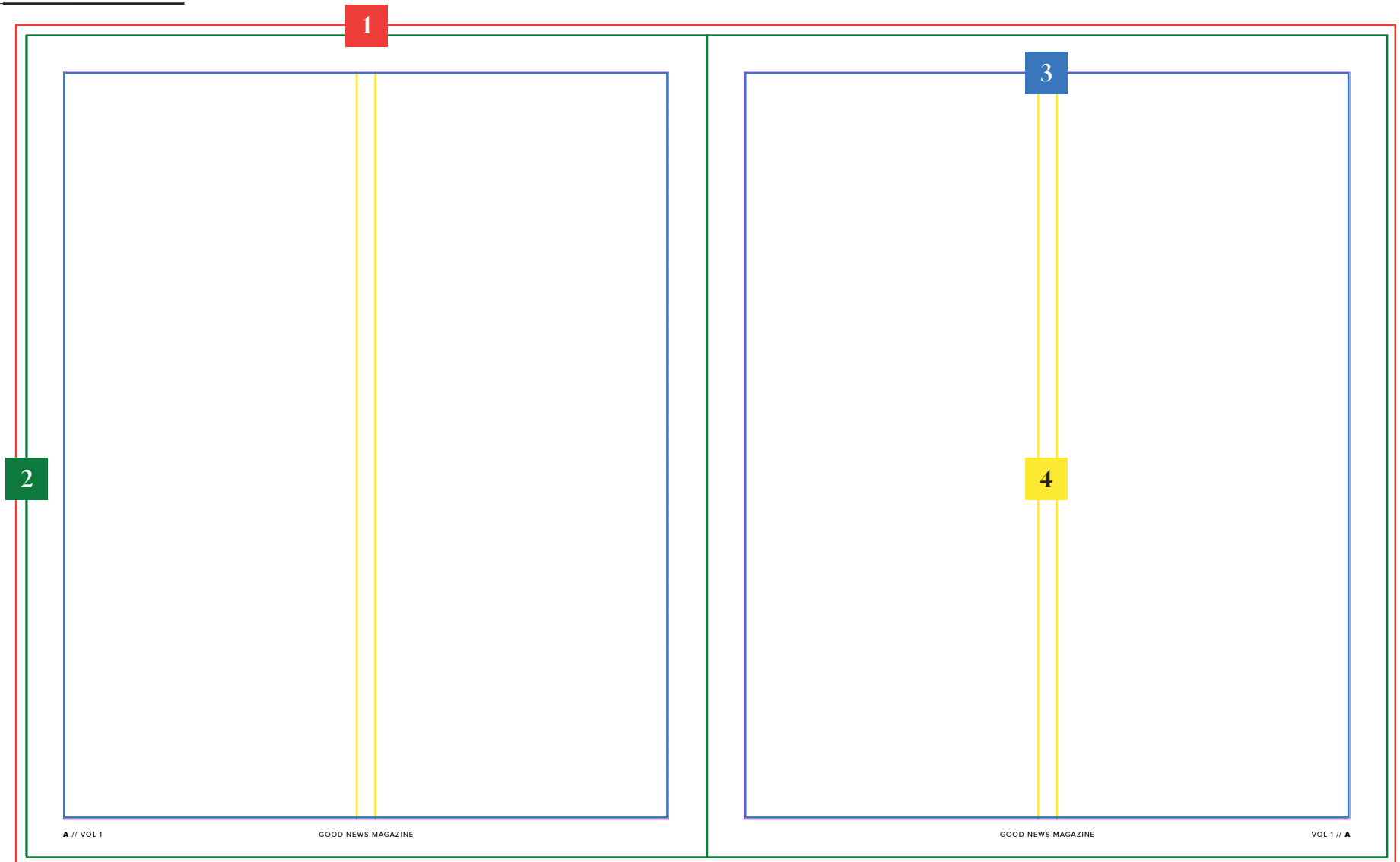
QUARTER PAGE



Vertical	3.875" x 4.81"
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Template Downloads: [InDesign](#) | [Photoshop](#) | [PDF](#)

MAGAZINE LAYOUT



1. Bleed

The area that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

2. Trim

The final size a printing project will be after all excess paper has been trimmed away.

3. Live Area

Where all your content should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact Info, etc.

4. Ad Gutter

The spacing between ads smaller than full page. Our magazine allows for two columns of vertical ads.

Total Dimensions

Total Page Size with Bleed **9.25" x 11.125"**

Total Page Size after Trim **9" x 10.875"**

Live Area for Full Page Ads **8" x 9.88"**

Column Gutter **.25"**

Good News^{MAGAZINE}

*Building stronger communities
through positive stories.*