

# Good News

exchange.

EXCLUSIVELY LOCAL

ONLY POSITIVE

EXCEPTIONAL QUALITY

GOOD NEWS FOR

# *HENDERSONVILLE*

**MEDIA KIT**

A PUBLICATION OF  
EXCHANGE MEDIA GROUP



LETTER FROM THE EDITOR

## Good News Arrives in Hendersonville

Embrace a new era of positivity as Good News enters Hendersonville's media landscape.

I am delighted to share that Good News magazine is coming to Hendersonville, Tennessee! It fills my heart with joy to bring this uplifting publication to this vibrant community, where hope, positivity, and the spirit of togetherness thrive.

With the arrival of Good News, we aim to shine a spotlight on the remarkable stories, inspiring individuals, and transformative initiatives that make Hendersonville a beacon of optimism. Our magazine will serve as a platform to showcase the strength, resilience, and collective spirit of our community members, highlighting their contributions and celebrating their achievements.

Hendersonville is a place where the next generation of leaders, thinkers, and change-makers are emerging, ready to make their mark on the world. The vision, determination, and commitment to building a brighter future align perfectly with the core values of Good News. Through the new free magazine, we will showcase the remarkable endeavors and provide a platform for voices to be heard. We are committed to highlighting the inspiring stories of local organizations, businesses, and individuals who contribute to the betterment of our community.

  
Wesley Bryant,  
MANAGING EDITOR

In the pages of Good News, you will find stories of resilience, compassion, and innovation that are unique to Hendersonville. From the heartfelt efforts of community volunteers to the trailblazing achievements of local businesses, we will bring these stories to life, fostering a sense of connection, pride, and hope among our readers.

As we embark on this exciting journey together, I want to express my deepest gratitude to each and every one of you. Your unwavering support and enthusiasm have been the driving force behind bringing Good News to our beloved Hendersonville. I encourage you to share your stories, ideas, and aspirations with us, as we are committed to being a platform that amplifies the voices of our community.

I am truly honored to be a part of this remarkable endeavor. With your continued support, Good News will be a beacon of light, positivity, and inspiration in Hendersonville. Together, let us embrace the power of good news, celebrate our shared accomplishments, and shape a future that is filled with hope, joy, and a profound sense of community.

Wishing you all the best as we embark on this exciting chapter together. **GN**

From our  
publishing  
partner



*"Embracing the power of positivity! As a Navy vet turned business professional, I'm thrilled to bring 'Good News' magazine to the Hendersonville area. We're focused on creating a publication that fosters community togetherness through inspiring stories. Please join me on this journey of spreading joy and optimism. If you're passionate about your community or promoting your business, let's connect!"*

**Matt Scott**  
Publishing Partner

(615) 708-1453  
matt@goodnewsmags.com



# 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. We are looking for businesses like you that care about our local people.

**Good News is...**

- Exclusively local
- Only positive
- Exceptional quality

# The Value of Good News

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 money and/or interest.



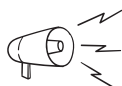
## LOCAL AUDIENCES

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



## 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.



## POSITIVE ASSOCIATION

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

# What our readers say

Our readers told us 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.”

“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.”



# Engaged With Our Community

Our initial mailing list is a minimum of 6,000 mailboxes resulting in over 12,000 readers.

Third party data show we have 2.12 readers per copy mailed.

Our readers care about the community and have a disposable income. When your ad is seen, readers are in a positive state of mind. Our high quality content contributes to our magazines having a long shelf life compared to most media.



6,000+

MAILBOXES

12,000+

READERS

## Mailing List Composition



### SUBSCRIBERS

Everyone in the community can subscribe to Good News. This ensures continual growth of Good News readership leading to better exposure of your ad.



### LOCAL BUSINESSES

We mail Good News to local businesses. This audience is valuable because of the number of readers exposed to ads in each location.



### IDEAL HOMEOWNERS

We reach married homeowners with FICA scores of 700 or above. This gives your ad exposure to people with purchasing power.



# How our readers engage

Independent readership study results from CVC audit, January 2023

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

60%

OF SUBSCRIBERS

keep the magazine for more than two months

63%

OF READERS

have eaten at a restaurant seen in the magazine

65%

OF READERS

keep the magazine on their nightstand or coffee table

69%

OF READERS

spend over 30 minutes reading the magazine

77%

OF INDIVIDUAL COPIES

are read by more than one person



**\$1,000 off**  
your commission fee when  
you list your house with me!

Sadie says...  
"Sell It, Sadie!"

**Sadie Fowler**  
Contact her today: - NEW NUMBER! **931-842-6955**

**1st CHOICE REALTY**

A tenacious ambassador for the horse industry and LOCAL community, Sadie is a well-known, dynamic and savvy business woman who will fight to the finish for any cause in which she believes. Whether your need is freelance work, website or media content, PR consultation or real estate sales, Sadie Fowler has a unique skillset — and she'll have your back. She asks for your support by calling her today at her new number, **931-842-6955**.

\*Special commission discount applies to new listings thru June 30th, 2022

### *Sadie Fowler Realty*

Shelbyville, TN



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\*Available on select models.

### *Landers McLarty Toyota*

Fayetteville, TN



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caring for the  
generation  
before us

**Our Services Include:**

<b>Home Health Services</b> • Skilled Nursing • Physical Therapy • Occupational Therapy • Speech Therapy	<b>Private Duty Services</b> • Skilled Nursing (Hourly) • Personal Care Services • PSSA Services
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KEEPING FAMILIES TOGETHER AT HOME

Call Us Today:  
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### *Quality First Home Care*

Fayetteville, TN

One of the key features that sets us apart is our exceptional in-house design team, committed to transforming the pages of our magazine into visual masterpieces. What's even better? We offer this remarkable design service at absolutely no extra charge to our customers. With a team that has earned multiple prestigious awards for their creativity and expertise, you can trust that every issue of Good News Magazine will be a stunning display of artistry and ingenuity.

### **Recent Association of Community Publisher Awards**

- ★ 1st Place - Self Promotion (House Ad)
- ★ 1st Place - Front Cover Design (Gloss)
- ★ 1st Place - Auto Sale/ Service Ads
- ★ 2nd Place - Color Ad
- ★ 2nd Place - Most Improved Publication
- ★ 3rd Place - General Excellence



## Our Guarantee

We guarantee that Good News is building a stronger community through Hendersonville's positive stories or you don't pay for your ad.

# Magazine Overview

Positive stories  
in three chapters

Each magazine is full of positive, uplifting stories of people, business, 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.



## *Good Living*

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

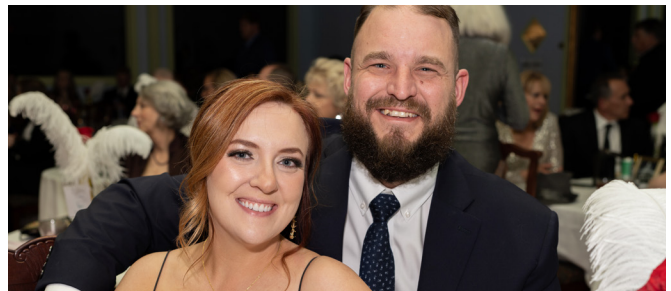
- ✓ People
- ✓ Businesses
- ✓ Nonprofits



## *Good News*

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

- ✓ Healthcare News
- ✓ School News
- ✓ Business News
- ✓ Local Government News



## *Good Times*

This section of the magazine covers local things to do.

- ✓ Community Calendar
- ✓ Event photos
- ✓ Ideas for local fun



education that comes  
celebrating Dairy  
his father Steve, his  
and his wife Kara  
family started dairy  
been in Tennessee  
month is a way to ob-  
behind the scenes,  
agriculture.  
light on many people  
energy, high-pro-  
farmers do a lot of  
in terms of raising  
care of cattle, being  
problems, and wear-

ark goes into dairy  
a. The Nash family  
of 2020. "We'd al-

Share  
something  
good ♡♡



We want to build stronger communities through positive, local stories. We can't do that without your subscriptions. **Sign-up your friends and family online for free.**

[goodnewsmags.com/subscribe](http://goodnewsmags.com/subscribe)

# From the Heart

Evoke the Power of Love: Advertise in “From the Heart” Issue!



This could be your ad!

**RESERVE YOUR SPACE TODAY**

Ignite hearts, ignite sales! Good News magazine's "From the Heart" issue is here, overflowing with moving tales of love in every form – romantic, friendship, and family. As a local business, seize this opportunity to connect deeply with our readers and etch your brand into their souls. Embrace the power of love, become part of their stories, and let your business soar on the wings of heartfelt emotions. Reserve your spot today in the "From the Heart" issue of Good News magazine and make a lasting impression that touches lives.

## Deadlines & Mailing Date

Sponsored Content.....	12/4/23
Ad Reservation & Content .....	1/4/24
Mailed to Homes.....	1/18/24



From the Heart

ISSUE 1 2024

Deadlines

Sponsored Content.....	12/4/23
Advertising .....	1/4/24
Mailed to Homes.....	1/18/24



Dreams Come True

ISSUE 7 2024

Deadlines

Sponsored Content.....	6/3/24
Advertising .....	7/3/24
Mailed to Homes.....	7/18/24



Charity Spotlight

ISSUE 2 2024

Deadlines

Sponsored Content.....	1/1/24
Advertising .....	2/1/24
Mailed to Homes.....	2/15/24



Where Champions are Made

ISSUE 8 2024

Deadlines

Sponsored Content.....	7/1/24
Advertising .....	8/1/24
Mailed to Homes.....	8/15/24



The Learning Curve

ISSUE 3 2024

Deadlines

Sponsored Content.....	1/29/24
Advertising .....	2/29/24
Mailed to Homes.....	3/14/24



From Farm to Table

ISSUE 9 2024

Deadlines

Sponsored Content.....	8/5/24
Advertising .....	9/5/24
Mailed to Homes.....	9/19/24



Shop Local

ISSUE 4 2024

Deadlines

Sponsored Content.....	3/4/24
Advertising .....	4/4/24
Mailed to Homes.....	4/18/24



Our Heroes

ISSUE 10 2024

Deadlines

Sponsored Content.....	9/3/24
Advertising .....	10/3/24
Mailed to Homes.....	10/17/24



Vacation in Hendersonville

ISSUE 5 2024

Deadlines

Sponsored Content.....	4/2/24
Advertising .....	5/2/24
Mailed to Homes.....	5/16/24



Hearts of Gold

ISSUE 11 2024

Deadlines

Sponsored Content.....	10/1/24
Advertising .....	10/31/24
Mailed to Homes.....	11/14/24



Independence

ISSUE 6 2024

Deadlines

Sponsored Content.....	5/6/24
Advertising .....	6/6/24
Mailed to Homes.....	6/20/24



Love Your Neighbor

ISSUE 12 2024

Deadlines

Sponsored Content.....	11/5/24
Advertising .....	12/5/24
Mailed to Homes.....	12/19/24

# Be part of something good

Become a Good News Advertiser

## 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**

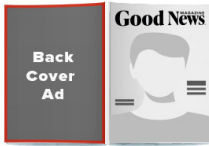
For being a consistent 12 month advertiser

**50% OFF**

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

## Premium Positions

### BACK COVER



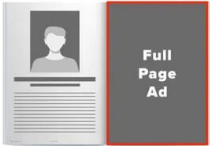
One Run	\$3,078
Annual <b>30% Discount</b>	\$2,095

### INSIDE COVERS



One Run	\$2,589
Annual <b>30% Discount</b>	\$1,761

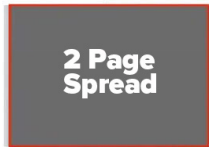
### FULL PAGE



One Run	\$2,101
Annual <b>30% Discount</b>	\$1,429

## Special Sections

### TWO PAGE / SPONSORED CONTENT



One Run	Custom Quote
Annual <b>30% Discount</b>	Custom Quote

### CALENDAR OF EVENTS



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

### TABLE OF CONTENTS



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

## Fractional Sizes

### HALF PAGE



One Run	\$1,156
Annual <b>30% Discount</b>	\$786

### THREE-EIGHTHS PAGE



One Run	\$894
Annual <b>30% Discount</b>	\$609

### QUARTER PAGE



One Run	\$596
Annual <b>30% Discount</b>	\$405

## PRINT SPECIFICATIONS

### 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:

- 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](mailto: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](#)

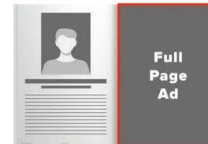
### INSIDE COVERS



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](#)



**Matt Scott**  
Publishing Partner

It's  
**good**  
to know  
people 🖐️

We build stronger communities through positive, local stories. We can't do that without advertisers like you. Reach an engaged audience that wants to **support your business.**

Call me at (615) 708-1453



[goodnewsmags.com/advertise](https://goodnewsmags.com/advertise)