

# Good News

exchange

Telling **positive**  
local stories

Boosting  
**community** pride

Encouraging  
**local** spending



# INSPIRING MORE GOOD

**MEDIA KIT**

A PUBLICATION OF  
EXCHANGE MEDIA GROUP  
2024





## 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...**

- Telling positive local stories
- Boosting community pride
- Encouraging local spending



# Your community flourishes with Good News.

Our passion and purpose is to inspire more good.

**Tell positive local stories**



**Inspire  
more good**

**Boost  
community  
pride**

**Build stronger  
communities**

**Encourage  
local spending**

# 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 homes 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 money and/or interest.



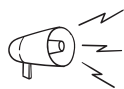
## LOCAL AUDIENCES

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.



# Engaged With Our Community

We mail Good News to subscribers' homes and offer complimentary subscriptions to everyone in the community.

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

Our readers care about the community and have 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.



## 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 FICO 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



## 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.”







# Our Guarantee

Your monthly ad is free  
if you believe we aren't building  
a stronger community  
through our stories.



# 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.



## *Good Living*

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

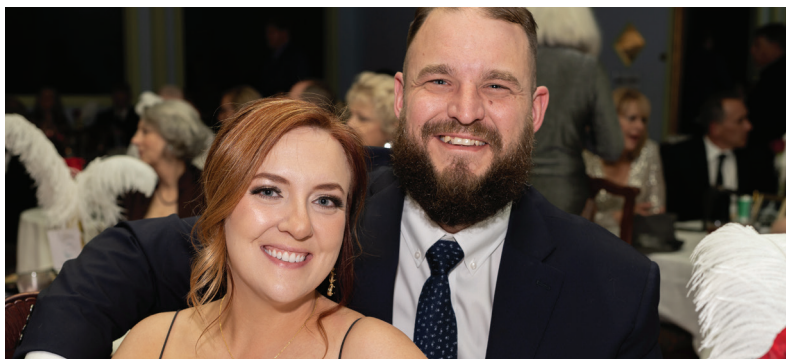
- ✓ **Health Care Stories**
- ✓ **School Stories**
- ✓ **Business Stories**
- ✓ **Local Government Stories**



## *Good Stories*

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

- ✓ **People**
- ✓ **Businesses**
- ✓ **Nonprofits**



## *Good Times*

This section of the magazine covers local things to do.

- ✓ **Charity Listings**
- ✓ **Event Photos**
- ✓ **Ideas for Local Fun**



**GROUP A EDITORIAL CALENDAR**

FAYETTEVILLE, TN; FRANKLIN COUNTY, TN; MANCHESTER, TN; SHELBYVILLE, TN; TULLAHOMA, TN



**From the Heart**

ISSUE 1 2024

**Deadlines**

Sponsored Content.....11/28/23  
 Advertising.....12/28/23  
 Mailed to Homes.....1/12/24



**Dreams Come True**

ISSUE 7 2024

**Deadlines**

Sponsored Content.....5/27/24  
 Advertising.....6/27/24  
 Mailed to Homes.....7/12/24



**Charity Spotlight**

ISSUE 2 2024

**Deadlines**

Sponsored Content.....12/25/23  
 Advertising.....1/25/24  
 Mailed to Homes.....2/9/24



**Where Champions are Made**

ISSUE 8 2024

**Deadlines**

Sponsored Content.....6/25/24  
 Advertising.....7/25/24  
 Mailed to Homes.....8/9/24



**The Learning Curve**

ISSUE 3 2024

**Deadlines**

Sponsored Content.....1/22/24  
 Advertising.....2/22/24  
 Mailed to Homes.....3/8/24



**From Farm to Table**

ISSUE 9 2024

**Deadlines**

Sponsored Content.....7/29/24  
 Advertising.....8/29/24  
 Mailed to Homes.....9/13/24



**Shop Local**

ISSUE 4 2024

**Deadlines**

Sponsored Content.....2/28/24  
 Advertising.....3/28/24  
 Mailed to Homes.....4/12/24



**Our Heroes**

ISSUE 10 2024

**Deadlines**

Sponsored Content.....8/26/24  
 Advertising.....9/26/24  
 Mailed to Homes.....10/11/24



**Vacation in Your Town**

ISSUE 5 2024

**Deadlines**

Sponsored Content.....3/25/24  
 Advertising.....4/25/24  
 Mailed to Homes.....5/10/24



**Hearts of Gold**

ISSUE 11 2024

**Deadlines**

Sponsored Content.....9/24/24  
 Advertising.....10/24/24  
 Mailed to Homes.....11/8/24



**Independence**

ISSUE 6 2024

**Deadlines**

Sponsored Content.....4/30/24  
 Advertising.....5/30/24  
 Mailed to Homes.....6/14/24



**Love Your Neighbor**

ISSUE 12 2024

**Deadlines**

Sponsored Content.....10/26/24  
 Advertising.....11/26/24  
 Mailed to Homes.....12/13/24

**GROUP B EDITORIAL CALENDAR**

BOWLING GREEN, KY; LYNCHBURG, VA; LEBANON, TN



**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 • (ISSUE 5 2024 - LEBANON)

**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 • (ISSUE 6 2024 - LEBANON)

**Deadlines**

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



**The Learning Curve**

ISSUE 3 2024 • (ISSUE 1 2024 - LEBANON)

**Deadlines**

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



**From Farm to Table**

ISSUE 9 2024 • (ISSUE 7 2024 - LEBANON)

**Deadlines**

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



**Shop Local**

ISSUE 4 2024 • (ISSUE 2 2024 - LEBANON)

**Deadlines**

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



**Our Heroes**

ISSUE 10 2024 • (ISSUE 8 2024 - LEBANON)

**Deadlines**

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



**Vacation in Your Town**

ISSUE 5 2024 • (ISSUE 3 2024 - LEBANON)

**Deadlines**

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



**Hearts of Gold**

ISSUE 11 2024 • (ISSUE 9 2024 - LEBANON)

**Deadlines**

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



**Independence**

ISSUE 6 2024 • (ISSUE 4 2024 - LEBANON)

**Deadlines**

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



**Love Your Neighbor**

ISSUE 12 2024 • (ISSUE 10 2024 - LEBANON)

**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

<p><b>50% OFF</b> For ads picked up in other markets (first ad is full price)</p>	<p><b>15% OFF</b> For running an ad for 6 consecutive months</p>
<p><b>30% OFF</b> For being a consistent 12-month advertiser</p>	<p><b>50% OFF</b> Multi-pages in the same edition (first page is full price)</p>

## Premium Positions

### BACK COVER



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

### INSIDE COVERS



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

### FULL PAGE



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

## Special Sections

### TWO PAGE / SPONSORED CONTENT



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

### NON PROFITS SPONSORSHIP



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

### TABLE OF CONTENTS



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

## Fractional Sizes

### HALF PAGE



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

### THREE-EIGHTHS PAGE



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

### QUARTER PAGE



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

## 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](#)

### NON PROFITS SPONSORSHIP



Vertical	3.875" x 9.875"
----------	-----------------

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

### TABLE OF CONTENTS



Vertical	3.875" x 9.875"
----------	-----------------

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"
----------	----------------

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

### QUARTER PAGE



Vertical	3.875" x 4.81"
----------	----------------

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



SUBSCRIBE FOR FREE



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

rk goes into dairy  
h. 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)