

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 - 2025



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.



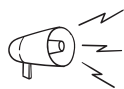
LOCAL AUDIENCES

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**

EDITORIAL CALENDAR 2024

GROUP A: FAYETTEVILLE, TN; FRANKLIN COUNTY, TN; MANCHESTER, TN; SHELBYVILLE, TN; TULLAHOMA, TN

GROUP B: BOWLING GREEN, KY; LYNCHBURG, VA; LEBANON, TN



From the Heart
ISSUE 1 2024

Deadlines	Group A	Group B
Sponsored Content.....	11/28/23	12/4/23
Advertising.....	12/28/23	1/4/24
Mailed to Homes.....	1/12/24	1/19/24



Dreams Come True
ISSUE 7 2024

Deadlines	Group A	Group B
Sponsored Content.....	5/27/24	6/3/24
Advertising.....	6/27/24	7/3/24
Mailed to Homes.....	7/12/24	7/19/24



Charity Spotlight
ISSUE 2 2024

Deadlines	Group A	Group B
Sponsored Content.....	12/25/23	1/1/24
Advertising.....	1/25/24	2/1/24
Mailed to Homes.....	2/9/24	2/16/24



Where Champions are Made
ISSUE 8 2024

Deadlines	Group A	Group B
Sponsored Content.....	6/25/24	7/1/24
Advertising.....	7/25/24	8/1/24
Mailed to Homes.....	8/9/24	8/16/24



The Learning Curve
ISSUE 3 2024

Deadlines	Group A	Group B
Sponsored Content.....	1/22/24	1/29/24
Advertising.....	2/22/24	2/29/24
Mailed to Homes.....	3/8/24	3/15/24



From Farm to Table
ISSUE 9 2024

Deadlines	Group A	Group B
Sponsored Content.....	7/29/24	8/5/24
Advertising.....	8/29/24	9/5/24
Mailed to Homes.....	9/13/24	9/20/24



Shop Local
ISSUE 4 2024

Deadlines	Group A	Group B
Sponsored Content.....	2/28/24	3/4/24
Advertising.....	3/28/24	4/4/24
Mailed to Homes.....	4/12/24	4/19/24



Our Heroes
ISSUE 10 2024

Deadlines	Group A	Group B
Sponsored Content.....	8/26/24	9/3/24
Advertising.....	9/26/24	10/3/24
Mailed to Homes.....	10/11/24	10/18/24



Vacation in Your Town
ISSUE 5 2024

Deadlines	Group A	Group B
Sponsored Content.....	3/25/24	4/2/24
Advertising.....	4/25/24	5/2/24
Mailed to Homes.....	5/10/24	5/17/24



Hearts of Gold
ISSUE 11 2024

Deadlines	Group A	Group B
Sponsored Content.....	9/24/24	10/1/24
Advertising.....	10/24/24	10/31/24
Mailed to Homes.....	11/8/24	11/15/24



Independence
ISSUE 6 2024

Deadlines	Group A	Group B
Sponsored Content.....	4/30/24	5/6/24
Advertising.....	5/30/24	6/6/24
Mailed to Homes.....	6/14/24	6/21/24



Love Your Neighbor
ISSUE 12 2024

Deadlines	Group A	Group B
Sponsored Content.....	10/26/24	11/5/24
Advertising.....	11/26/24	12/5/24
Mailed to Homes.....	12/13/24	12/20/24

EDITORIAL CALENDAR 2025

GROUP A: FAYETTEVILLE, TN; FRANKLIN COUNTY, TN; MANCHESTER, TN; SHELBYVILLE, TN; TULLAHOMA, TN

GROUP B: BOWLING GREEN, KY; LYNCHBURG, VA; LEBANON, TN



Future of Healing
ISSUE 1 2025

Deadlines	Group A	Group B
Sponsored Content.....	11/26/24.....	12/2/24
Advertising.....	12/26/24.....	1/2/25
Mailed to Homes.....	1/9/25.....	1/16/25



Land of the Brave
ISSUE 7 2025

Deadlines	Group A	Group B
Sponsored Content.....	5/26/25.....	6/3/25
Advertising.....	6/26/25.....	7/3/25
Mailed to Homes.....	7/10/25.....	7/17/25



Love is in the Air
ISSUE 2 2025

Deadlines	Group A	Group B
Sponsored Content.....	12/30/24.....	1/6/25
Advertising.....	1/30/25.....	2/6/25
Mailed to Homes.....	2/13/25.....	2/20/25



The Home Team
ISSUE 8 2025

Deadlines	Group A	Group B
Sponsored Content.....	6/24/25.....	6/30/25
Advertising.....	7/24/25.....	7/31/25
Mailed to Homes.....	8/7/25.....	8/14/25



Empathy in Motion
ISSUE 3 2025

Deadlines	Group A	Group B
Sponsored Content.....	1/27/25.....	2/6/25
Advertising.....	2/27/25.....	3/6/25
Mailed to Homes.....	3/13/25.....	3/20/25



The Next Generation
ISSUE 9 2025

Deadlines	Group A	Group B
Sponsored Content.....	7/28/25.....	8/4/25
Advertising.....	8/28/25.....	9/4/25
Mailed to Homes.....	9/11/25.....	9/18/25



Classroom Legacies
ISSUE 4 2025

Deadlines	Group A	Group B
Sponsored Content.....	2/27/25.....	3/3/25
Advertising.....	3/27/25.....	4/3/25
Mailed to Homes.....	4/10/25.....	4/17/25



Hometown History
ISSUE 10 2025

Deadlines	Group A	Group B
Sponsored Content.....	8/25/25.....	9/2/25
Advertising.....	9/25/25.....	10/2/25
Mailed to Homes.....	10/9/25.....	10/16/25



Shop Local
ISSUE 5 2025

Deadlines	Group A	Group B
Sponsored Content.....	3/24/25.....	4/1/25
Advertising.....	4/24/25.....	5/1/25
Mailed to Homes.....	5/8/25.....	5/15/25



Furry Friends
ISSUE 11 2025

Deadlines	Group A	Group B
Sponsored Content.....	9/30/25.....	10/6/25
Advertising.....	10/30/25.....	11/6/25
Mailed to Homes.....	11/13/25.....	11/20/25



Our Families
ISSUE 6 2025

Deadlines	Group A	Group B
Sponsored Content.....	4/29/25.....	5/5/25
Advertising.....	5/29/25.....	6/5/25
Mailed to Homes.....	6/12/25.....	6/19/25



Our Heroes
ISSUE 12 2025

Deadlines	Group A	Group B
Sponsored Content.....	10/26/25.....	11/4/25
Advertising.....	11/26/25.....	12/4/25
Mailed to Homes.....	12/11/25.....	12/18/25

Be part of something good

Become a Good News Advertiser

Advertising Discounts

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

Premium Positions

BACK COVER



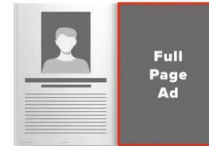
One Run	\$3,078
Annual 30% Discount	\$2,095

INSIDE COVERS



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

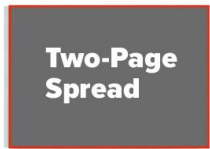
FULL PAGE



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

Special Sections

TWO PAGE / SPONSORED CONTENT



One Run	Custom Quote
Annual 30% Discount	Custom Quote

NON PROFITS SPONSORSHIP



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

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

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

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
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-

rk goes into dairy
h. The Nash family
of 2020. "We'd al-

Share
something
good ♡♡



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