



GOOD OLD DAYS<sup>®</sup>

2025  
MEDIA KIT



**GOOD OLD DAYS**, the magazine that remembers the best of times, features entertaining first-person stories from the 1930s 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®



## 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*



## CREATIVE MARKETING OPPORTUNITIES

- Editorial Content Submissions
- Custom Print Solutions
- Polybagged Onserts
- Customized Partnerships

# MAGAZINE CIRCULATION & STATS

**110,000**  
Circulation

**275,000**  
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

"My very favorite magazine! What bliss to relax, read of gentler days and feel my heart rate go down!" —**Melanie D.**

"I love your wonderful magazine and share it with friends. Thank you for the laughs, hope, humor, tears, inspiration and information." —**Lynn R.**

"I just finished the current issue. It was wonderful, as all your issues are. I'm so happy to have found you last year and have already renewed for another year. I also give *Good Old Days* to my cousin and her husband who also love it. Thank you for such a fantastic magazine!" —**Jeanne L.**

"I enjoy all of the memories published in this wonderful magazine. Many of them bring back memories of great times I had but had forgotten about long ago. Each story is so unique and valuable!" —**Jerry E.**

"To make issues last longer, I read one or two stories while eating lunch. So relaxing and interesting!" —**Robin D.**

"I love this magazine. I've had a subscription to it for years. The best." —**Belinda F.**

"I actually like this magazine and I'm always delighted when it is in the mail." —**Donna B.**

"Love this magazine. It's my favorite." —**Marsha S.**

"Love it, love it, love it. This magazine is awesome, and I just started my subscription." —**Donna B.**

"I save every issue of *Good Old Days* magazine. Many articles were based in the era I was born. I go back and reread certain articles." —**Earl B.**

"It's the only magazine I read cover to cover." —**Vicki L.**

"I love every issue! The best magazine ever!" —**Alicia P.**

"I look forward to getting this in the mail. Wish it was every month." —**Debbie N.**

 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, trivia, 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 (100–300-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.

## 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.

## 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.



# PRINT SCHEDULE\*

*\*Print Schedule is subject to change without notice.*

| ISSUE         | AD CLOSE   | MATERIALS DUE | IN HOME    |
|---------------|------------|---------------|------------|
| FEBRUARY 2025 | 10/1/2024  | 10/8/2024     | 12/14/2024 |
| APRIL 2025    | 11/16/2024 | 12/3/2024     | 2/8/2025   |
| JUNE 2025     | 1/28/2025  | 2/4/2025      | 4/12/2025  |
| AUGUST 2025   | 3/25/2025  | 4/1/2025      | 6/7/2025   |
| OCTOBER 2025  | 5/27/2025  | 6/3/2025      | 8/9/2025   |
| DECEMBER 2025 | 7/29/2025  | 8/5/2025      | 10/11/2025 |
| FEBRUARY 2026 | 9/30/2025  | 10/7/2025     | 12/13/2025 |





# 2025 EDITORIAL CALENDAR\*

## FEBRUARY 2025

**SUBMISSION DUE DATE: 7/1/2024**  
**IN HOME DATE: 12/14/2024**

- **Holidays Covered:** New Year's Eve and Day, Valentine's Day, Presidents Day.
- **Seasonal Story Examples:** Learning about presidents in the classroom, the winter trek to school and cold-weather excursions. Favorite winter board games and toys for inside the house. Getting engaged and meeting the in-laws, giving valentines and favorite Valentine's Day gifts.
- **Featured Topic:** We're With the Band—Stories about playing a musical instrument or being part of a band and tales of favorite singers, groups or types of music.

## APRIL 2025

**SUBMISSION DUE DATE: 9/1/2024**  
**IN HOME DATE: 2/8/2025**

- **Holidays Covered:** St. Patrick's Day, Easter, April Fools' Day, Mardi Gras.
- **Seasonal Story Examples:** Spring chores, planting and working the family gardens (food or flowers), making repairs around the home and painting. Memories of spring celebrations, school proms and milestones such as bar mitzvahs or 16th birthday parties.
- **Featured Topic:** Springtime Antics—Memories of building and flying a kite, playing in the rain or jumping in puddles.

## JUNE 2025

**SUBMISSION DUE DATE: 11/1/2024**  
**IN HOME DATE: 4/12/2025**

- **Holidays Covered:** Mother's Day, May Day, Memorial/Decoration Day, Father's Day, Flag Day.
- **Seasonal Story Examples:** Family traditions for bridal showers, weddings and graduations. Stories of last days of school and getting ready for the summer.
- **Featured Topic:** All Grown Up—Remembering what you wanted to be when you grew up, and sharing those dreams and visions.



## AUGUST 2025

**SUBMISSION DUE DATE: 1/1/2025**  
**IN HOME DATE: 6/7/2025**

- **Holiday Covered:** Independence Day.
- **Seasonal Story Examples:** Summer jobs, picnics, parades, baseball, favorite recipes your family passed down using homegrown fruits and vegetables, summer romance, drive-in movies, and attending the county fair, carnivals and ice cream socials.
- **Featured Topic:** Family Home, Family Business—Stories of families who lived above or next to their business or worked out of their homes.

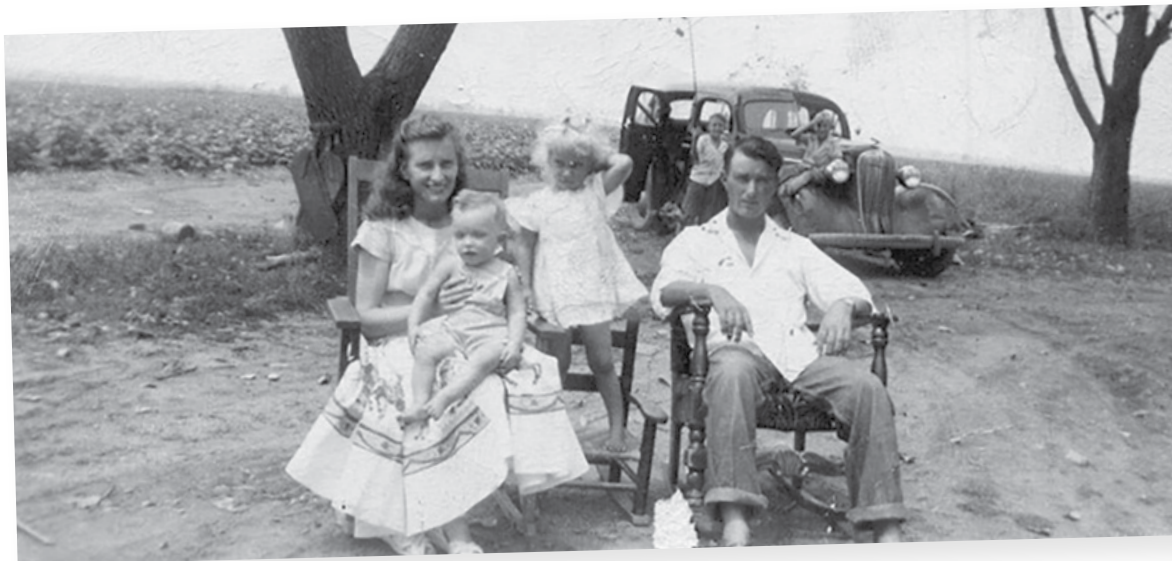
*\*Editorial content subject to change.*

## OCTOBER 2025

**SUBMISSION DUE DATE: 3/1/2025**

**IN HOME DATE: 8/9/2025**

- **Holidays Covered:** Labor Day, Columbus Day, Halloween.
- **Seasonal Story Examples:** Shopping for school and getting ready for the first day of the new school year. Looking forward to football season, harvesttime or trick-or-treating. Remembering the haunted houses in town, fun costumes and favorite candy. Labor Day traditions, sock hops or school pictures. Extracurricular activities or clubs you participated in.
- **Featured Topic:** Home Decor Through the Years—Sharing what the decorating style was like in your homes, the furnishings that stood out or your favorite items from the past.



## DECEMBER 2025

**SUBMISSION DUE DATE: 5/1/2025**

**IN HOME DATE: 10/11/2025**

- **Holidays Covered:** Veterans Day, Thanksgiving, National Pearl Harbor Remembrance Day, Hanukkah, Christmas.
- **Seasonal Story Examples:** Celebrating winter holidays; traditional foods prepared by your family; and special ways you prepared for Santa's visit. Plus, your favorite Christmas gift.
- **Featured Topic:** Christmas for Soldiers Overseas—Memories of how men and women in service spent their holidays away from home.

**Note:** Submissions to Good Old Days should be captured in a personal, old-fashioned, storytelling format and range from 500–1,000 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 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. The first dates that led to wedding proposals, and how the big question was popped. Valentines—homemade or bought—then passed out to classmates. Valentine's Day dances. Fun ways to spend a snow day in the city.
- **Featured Topic:** City Life in the Winter—Tales of spending the wintry days in the big city.

*\*Editorial content subject to change.*

**Send editorial submissions to: [Editor@GoodOldDaysMagazine.com](mailto:Editor@GoodOldDaysMagazine.com)**



# AD SPECIFICATIONS



## FULL PAGE

|       |  |
|-------|--|
| TRIM  | 8" x 10 <sup>3</sup> / <sub>4</sub> "                              |
| BLEED | 8 <sup>1</sup> / <sub>4</sub> " x 11"                              |
| LIVE  | 7 <sup>1</sup> / <sub>2</sub> " x 10 <sup>1</sup> / <sub>4</sub> " |

## TWO-THIRDS PAGE

|            |   |
|------------|---|
| VERTICAL   | 4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> " |
| HORIZONTAL | 7" x 6 <sup>1</sup> / <sub>4</sub> "                              |

## ONE-HALF PAGE

|            |   |
|------------|---|
| VERTICAL   | 3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> " |
| HORIZONTAL | 7" x 4 <sup>5</sup> / <sub>8</sub> "                              |

## ONE-THIRD PAGE

|          |   |
|----------|---|
| VERTICAL | 2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> " |
| SQUARE   | 4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |

## ONE-FOURTH PAGE

|          |   |
|----------|---|
| VERTICAL | 3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
|----------|---|

## ONE-SIXTH PAGE

|          |   |
|----------|---|
| VERTICAL | 2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
|----------|---|

## ONE-TWELFTH PAGE

|        |   |
|--------|---|
| SQUARE | 2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> " |
|--------|---|

## TWO-PAGE SPREAD

|       |  |
|-------|--|
| TRIM  | 16" x 10 <sup>3</sup> / <sub>4</sub> " |
| BLEED | 16 <sup>1</sup> / <sub>4</sub> " x 11" |

# SUBMITTING AD MATERIALS

*Materials can be submitted via MediaBank.*

*Contact the advertising coordinator for login information.*



## **ELECTRONIC MEDIA**

Annie's 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 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.



## ***GOOD OLD DAYS ON HOLLYWOOD 360***

The *Good Old Days* editor will appear live on the popular nostalgia radio show *Hollywood 360* six times per year on the Saturday immediately after each issue goes out. They discuss *Good Old Days* magazine, including what is in the current issue, what to look forward to in coming issues and how to subscribe.





## CONTACT

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