



MEDIA KIT

2018-2019

THE GO-TO RESOURCE FOR SANDWICH GENERATION PARENTS RAISING KIDS TWEENS TO TWENTIES

Updated May 2018

Welcome to the Good Life!

There are two things parents hope to give their children: roots and wings. But it's often hard to know if the decisions we're making are the right ones, especially when the world is changing so quickly. **Good Life Family** is a resource for parents with kids tweens to twenties.

Good Life Family helps navigate the challenges of raising good kids — kids who will find their own paths to happiness. It also offers **ADVICE AND RESOURCES** for the “sandwich generation,” those who are sandwiched between raising their kids and caring for aging parents. Extensive and insightful content addresses the daily joys and struggles of finding a balance between kids and parents while keeping ourselves sane in the process.

Good Life Family also celebrates parents who are making a difference in their families, their communities, and to those in need. We are committed to making a difference in the lives of our families, friends and communities as the go-to source for parents of kids tweens to twenties.

***We're living, we're learning, and most important, we're laughing.
We hope you will too.***



GOOD LIFE FAMILY MEDIA GROUP

Good Life Family Magazine

Our FREE glossy, 84-page PRINT MAGAZINE that is published 6 times a year and is funded by the advertisers and sponsors who share our target readership and passion to make an impact in our communities and globally.

GoodLifeFamilyMag.com

Our website keeps our readers up-to-date on information, events, and community news on a DAILY basis. It is designed to feature advertisers and link the reader directly to their landing sites. *Our mobile version is just as impactful, because it is responsive to whatever device our readers are using!* Goodlifefamilymag.com is quickly becoming the 'go to' site for relevant educational and motivational parenting content. Archived magazine issues are available in a FLIP BOOK version and a printable PDF. The website links readers to advertisers and editorial sources in the click of the button.

Good Life Family Weekly

Our weekly E-magazine that goes to nearly 6,000 digital subscribers each week offering current news, promotions, events and photos from recent community events. These same subscribers receive special invitations, incentives and communications throughout the year. This is the perfect venue to inform your target audience about what is happening 'right now.'

Please ask your sales representative about our exclusive advertising opportunities.

COMING SOON

The Good Life with Paige McCoy Smith on KLIF-AM Radio and Podcast

Our weekend radio show and podcast will offer exclusive opportunities to give a voice to your expertise – literally. The show is hosted by Good Morning Texas' Paige McCoy Smith and promoted by award-winning KLIF-AM morning show host, Amy Chodroff.

Please ask your sales representative for details.

Custom Publications and Marketing Collaterals

If your marketing goals call for a specialty publication, whether a simple brochure, letterhead package or a full-blown magazine, our stellar creative team of writers, editors, photographers and graphic designers stands ready to impact your success. Our passion to help you impact your bottom line is second to none.

Direct Mail Marketing Services

GLF has the creative team, resources, subscriber database and marketing specialists to custom-tailor a direct mail marketing campaign to reach your core audience and impact your sales goals.

PLEASE CONTACT SHERYL PIDGEON, GLF PUBLISHER, AT 214.476.8131 OR SHERYL@GOODLIFEFAMILYMAG.COM FOR A COMPLIMENTARY CONSULTATION.



Reader Profile

OUR "SANDWICH GENERATION" READERS ARE YOUR TARGET AUDIENCE

Feeling the Squeeze Between Kids and Aging Parents? Welcome to the Sandwich Generation, the fastest growing generational trend in the U.S.

• **93% of print edition readers reside in Dallas, Denton and Collin Counties** (see Circulation details on page 6)

• **Homeowners who prioritize their home life with family and friends**

• **New-Gen parents who enjoy vacationing and experiencing the world with their kids**

• **Celebrate 'the good life' in entertainment, dining, travel and hosting milestone events including anniversaries, birthdays, mitzvahs, graduation parties, and weddings**

• **Estimated 86% of print subscribers are families with kids in middle school, high school and college including private schools and public schools**

• **Highly involved in their kids' lives, including cheering them on to victory at their sports events, supporting them in fine arts programs and in academic and extracurricular endeavors**

• **Leaders and volunteers of educational and philanthropic organizations including PTA, Junior League, National Charity League, Young Men's Service League, faith-based programs, and many more**

• **Estimated 68% women and 32% men**

• **Our readers are always looking for opportunities to enhance their families' lives, and our advertisers are there to offer the advice, products and services to make that happen.**

• **Good Life Family readers are "Sandwich Generation" parents ages 35 to 65 who are "sandwiched" between raising kids tweens to twenties and caring for their aging parents**



Reader Impact

SO MANY REASONS TO JOIN THE FAMILY!

REACH YOUR CORE AUDIENCE

Parents ages 35 to 65 throughout North Texas and beyond

INFLUENCE

Our content is authentic, purpose-driven and engaging.

GLF is read "cover to cover" because our professionally written content is of direct interest to our readers. We offer ideas and insights on things to do, ways to improve or enhance their lives, and expert advice on topics of broad appeal.

QUALITY

Our professional writing team provides top-notch editorial in a beautiful glossy perfect-bound, 84-page publication

COMMUNITY SERVICE

Like our advertising partners and sponsors, *Good Life Family* is committed to supporting nonprofit organizations, educational programs, volunteerism and philanthropy locally and nationally.

MARKETING STRATEGY

We know you need more than a static ad to tell your story, that's why *Good Life Family* offers partnership packages with complete marketing support designed to impact your bottom line and achieve your marketing goals.



Circulation

Good Life Family magazine is a free publication supported by advertisers and sponsors.

PRINT

In its 5th year in circulation, Good Life Family's free glossy print edition is published every other month and distributed primarily across Collin, Dallas and Denton counties.

• Total Estimated Print Readership*: 77,400

* 4.3 readers per copy based on 18,000 print copies

• 'Racks and Stacks' in High Traffic Locations

Approximately 15,000 copies go into 250+ high traffic and highly targeted locations across the core trade area. GLF employs three different tenured and professional distribution providers who ensure the racks are consistently refilled. Locations include:

| | | |
|------------------------|--|--|
| Tom Thumb Food Markets | Kwik Kar service locations | |
| Whole Foods Markets | Restaurants | *PSA has over 100,000 participants in its sports programs each year and over 5 million visitors McKinney each year. Sponsor Fair Days at PSA facilities reach over 20,000 visitors each weekend. |
| Central Market | Medical waiting rooms | |
| Market Street | Hospitals | |
| PSA 1/Plano* | Hotels | |
| PSA 2/ Plano* | Spas and Salons | |
| PSA Murphy* | Schools, Churches, Meeting Places, Gyms, | |
| PSA McKinney* | Karate, Dance and other studios | See Page 7 to 9 for more details |

High Profile Community Events

Approximately 1000 copies are distributed monthly to guests at high-profile nonprofit luncheons and galas, fun runs, health fairs, and other community events.

Some examples include:

Children's Cancer Fund Gala, Rainbow Days luncheon, Legacy of Love benefiting Children's Medical Center of Plano, Samaritan Inn Gala, Grant Halliburton Foundation "Beacon of Hope" luncheon, Chamberlain Performing Arts Center gala, NTPA Center at Willow Bend Mall, Taylor Hooton Foundation, Red Balloon Run, Family Gateway luncheon, Living For Zachary events, and Nancy Lieberman Basketball Camps, etc. GLF is the exclusive print sponsor for Texas Legends, hosting networking and community events to thousands of families each season.

• Direct Mail

Average of 2,500 mailed to subscribers' homes and businesses, including approximately 1,000 for coffee tables and waiting rooms where parents' attention is captured (dentist offices, orthodontists, dermatologists, orthopedic specialists, therapists, spas, salons, gyms, etc.

DIGITAL

Goodlifefamilymag.com offers the same purpose-driven parenting content on a global scale.

• 6,000 digital subscribers (receive the magazine by email each month PLUS the GLF Weekly email every week)

Note: The GLF Weekly Email boasts a 34% open rate, nearly twice the industry average.

• Powerful Social Media reach with an average post reach of 18,000+ on Facebook, Twitter and Instagram

• 11,000+ Monthly Page Views on goodlifefamilymag.com

Local Distribution Concentration*

| | |
|--|--|
| North Plano 75024, 75025 | North McKinney, Prosper 75071, 75078 |
| West Plano 75023, 75075 | North Carrollton, Castle Hills 75007, 75010, 75056, 75287 |
| Far West Plano 75093, 75252, 75287 | |
| Murphy, Parker, East Plano 75074, 75082, 75094, 75002 | Addison, Carrollton, North Dallas 75001, 75006, 75234 |
| Frisco 75033, 75034, 75035 | West Richardson, North Dallas 75080, 75240, 75254, 75248 |
| The Colony 75056 | North Dallas, Park Cities |
| Allen, Lucas, Fairview 75002, 75013, 75069 | 75205, 75225, 75230, 75229 |
| McKinney 75070, 75069, 75002 75013 | *Partial Zip Code Distribution |

Distribution

Good Life Family magazine is distributed to over 300 locations throughout the Greater Dallas area and growing with every issue!

Want to be a distribution site for Good Life Family magazine? Contact Tricia White at Tricia@goodlifefamilymag.com or

ALLEN/ FAIRVIEW

Allen Event Center
Market Street | Allen
Tom Thumb | W McDermott
Watters Creek Visitor Center
Whole Foods | Fairview

6 Day Dental
Allen Car Wash
Allen Orthodontics
Cindy's School of Dance
Envision Imaging
Frogg Café
Gandy Orthodontics
Mooyah Burgers
Palios Pizza
Texas Family Fitness
The Lion and Crown
The Loft
Sublime Chocolate Bar
White House Black Market

CARROLLTON

Baylor Medical Center
Baylor Scott & White
Alfredo's
Buffalo Wings
Carrollton Sushi
Children's Dental Specialists
Family Medicine Association
Fruitalicious
Indoor American Sports

Dallas

Albertsons | Dallas
Central Market | Dallas
Tom Thumb | Inwood
Tom Thumb | Snider Plaza

Tom Thumb | Villanova
Tom Thumb | Royal Lane
Tom Thumb | Preston/
Frankford
Tom Thumb | Preston/Forest
Tom Thumb | Northwest Hwy
Whole Foods | Lomo Alto
Whole Foods | Park Lane
Whole Foods | Preston/Forest
Whole Foods | Lakewood
Whole Foods | Beltline

Adolescent Health Associates
Advance ER | Dallas
Advance ER | Park Cities
Amberjax Fish Market Grille | Trinity
Grove
Angela's Cafe
Athleta | Preston Road
Audi Dealership
Baylor Family Clinic
BB&T Bank Lobby
Beckloff Behavioral Health
Bernstein, Milstein, Clark/Medical City
Bliss Speech & Hearing
Blue Fish / Greenville Ave
Bolsa
Bolsa Mercado
Bookmarks
Busy Body | Addison
Busy Body | Preston Road
Bread Winners | W Lovers
Cadot Restaurant
Cafe Brazil | Central Expressway
Car Spa | Addison
Car Spa | Dallas
CARE
Carraba's

Casa Mama
Chase Bank Tower
Churchill Recreational Center
Cindi's NY Delicatessen | Central
Cindi's NY Delicatessen | Campbell
Coffee House Café
Congregation Shearith Israel
Cooper Fitness Center
Corner Bakery | Belt Line
Corner Market | Greenville Ave.
Crossroads Diner
Dallas Children's Theater
Dallas Counseling Center
Dallas Dermatology
Dallas Prosladontists
Dallas Photo Studio
Deli News
Diggs Taco Shop | Hillcrest
Diggs Taco Shop | Gaston
Dougherty's Pharmacy
Dream Café | Addison
Dream Cafe/ Lakewood
Dream Café | Mockingbird Ln.
Ed Kellum & Son
Elie Tahari | Northpark
Endocrine Associates
Envision Imaging
Fat Straws
Flying Fish
Friendly Chevrolet
Fusion Academy
Girl Scouts of North East Texas
Girls to Women Health & Wellness
Go Federal Credit Union
Grand Spa
Grandy Orthodontics
Grant Haliburton Association

Guaranty Bank & Trust
Gymnastics Place
Hall Group
Highland Park Endodontics
Highland Park Soda Fountain
HopDoddy | University Park
HopDoddy | Uptown
Howard Wangs
Howdy's Ice Cream
Huntington Learning Center
Insights Therapy
Jewish Community Center
Jewish Family Services
Kim Hunter Medical Office
Kenny's Burger House
Kenny's Smoke House
Kuby's Sausage House | Snider Plaza
Kwik Kar
Lab Corp
Lazy Dog Restaurant
Lefty's Lobster House
Lekka Restaurant
Lepley Orthodontics
Mama Daughter Diner
Mathnasium
Mudsmith | Greenville Ave.
Norma's Cafe | Dallas Pkwy.
New Friends New Life
Norma's Cafe | Oak Cliff
Norma's Cafe | Park Lane
North Dallas Family Dental
Oceanaire Seafood Restaurant
Oral Health Solutions
Orange Theory Fitness | Preston
Orange Theory Fitness | Walnut Hill
Orsinger Nelson Downing & Anderson
LLP

Paciugo | Lakewood
Parker School Uniforms
Pink Berry
Power House Dance
Preston Park Health & Wellness
Preston Road Pharmacy
Reveal | West Lovers
Renner Frankford Library
Richland College
Royale Ballet
Royal Sushi
Saint Bernard Sports | Park Lane
Saint Bernard Sports | W Lovers
Salon Jean Claude
Sixty Vines
SMOKE Restaurant
Smoothie Factory
Solis
Sportsplex
STARPOWER | Uptown
STARPOWER | North Dallas
Stuart Weitzman | Northpark
Sugarbacon | Lakewood
Summitt
Team Sports
Texas Digestive Consultants
The Heights / Lakewood
The Mews
The Theodore Restaurant
Trina Turk
Victory Step Test Prep
Village on the Parkway Visitor Center
Whistle Britches Restaurant
Windhaven Adolescent/Sports Medicine
Windhaven Counseling Center
YMCA Dallas | Town North
Zio AI's Restaurant

FRISCO

Market Street | Frisco Tom Thumb | Preston Tom Thumb | FM 423

Baylor Outpatient Services
 Baylor Scott & White ER
 Benham Orthodontics
 Blue Door
 Centennial Hospital
 Chalmers Wellness Center
 Coffee N Cream
 Collin College Bookstore
 Drug Crafters
 Family Health Market
 Fifth Street Patio Cafe
 Frisco Counseling & Wellness
 Frisco Family Eye Care
 Frisco Medical Center
 Frisco Mercantile
 Frisco Library
 Frisco Lifestyle Management
 Fruitilicious
 Gandy Orthodontics
 Gideon Math & Reading
 Global Peace Factory Coffee House
 HALL Park Sculpture Garden
 Juicer Heroes
 Kumon | Eldorado
 Kwik Kar / Main
 Kwik Kar / Legacy
 Main St. Family Physicians
 Mary's Mediterranean
 My Gym
 Norma's Cafe
 ONDA Law/HALL Park
 Paciugo
 Pediatric ER

Power House of Dance
 Primary Care & Internal Medicine
 Pure Plates
 Seay Behavioral Health
 Sports Clips

Solis
 Stonebriar Spa
 Stonebriar Veterinary Center
 Studio Dance | Frisco/Main
 The Float Spot
 YMCA | Frisco/Mai
 Zen Nails

McKINNEY

PSA/McKinney Market Street | McKinney

Cooper Fitness Center
 Envision Imaging
 Diggin' It
 Dr. Pepper Star Center
 Hugs Cafe
 Kwik Kar / Custer
 Kwik Kar / Louisiana
 Local Yocal
 McKinney College
 McKinney Library/DT
 McKinney Public Library
 Palio's Pizza
 Plano Sports Authority Center
 Rick's Chophouse
 Run On!
 Sunstone Yoga
 YMCA
 Zenith Elite Gymnastics Academy

MURPHY

PSA/Murphy

Advanced ChiroSport
 Baylor Emergency Care Center
 Einsteins
 First Choice ER
 Plano Sports Authority Center
 Smiles at Murphy

PLANO

Market Street | Plano PSA-1 PSA-2 Tom Thumb | Alma

Tom Thumb | Legacy Dr. Tom Thumb | W Parker

Apple Orthodontics
 Ashton Podiatry
 Audi Dealership
 Baylor Heart Hospital
 Ben Hogan Concussion Center
 BN Behavior Network
 Bread Winners Café
 C2 Education
 Café Bohemia
 Cafe Brazil
 Car Spa | Plano
 Center for Cardiovascular Care
 Chamberlain Ballet
 Children's Medical Center
 Coffee House Café
 Cowboy Nails
 Christ United Methodist Church
 Collin County Community College
 Courtyard Theater
 Dallas Oral Surgery Associates
 Dough Pizzeria
 Dr Graff
 Dr Pepper Star Center
 Einsteins
 El Queso | Parker
 Elliots' Hardware
 Envision Imaging
 Explore Horizons
 Family Medicine at Willow Bend
 Fat Straws
 First Choice ER
 Frisco Spine
 Gazebo Burger
 Gentle Family Dentistry
 Go Ape
 Goodfellas
 Haggard Library
 Hiatus Spa
 Holiday Warehouse
 Institute of Health Promotion (IHP)
 Jamba Juice

Juicer Heroes
 Kids Dental Plano
 Kwik Kar / Midway
 Kwik Kar / Preston
 Kwik Kar / Ohio
 Kwik Kar / Independence
 Kwik Kar / Custer
 Liberty Rec Ctr
 Life Kitchen
 Luke's Locker
 Luxe Salons
 Main Street Bakery
 Mama Pita
 Mama's Daughter's Diner
 Massage Green Spa
 Medi Weight Loss
 Medical City Children's Hospital
 Menchie's
 Newks
 Pet Supplies Plus
 Plano Mercedes Benz
 Plano Ortho & Spine Center
 Plano Urgent Care
 PrimaCare
 Ohio Drive Animal Hospital
 Orange Theory Fitness | Dallas Pkwy
 Paciugo | Park & Preston
 Parker School Uniforms
 Prince of Peace Christian School
 Prince of Peace Catholic School
 Plano Children's Theater
 Plano Dermatology
 Plano Medical Center
 Plano Sports Authority
 Prestonwood Baptist Church/School
 Potbelly | Legacy
 Psymed Solutions
 Qdoba
 Samui Thai Cuisine
 Sea Breeze Fish Marker
 SFMG Wealth Advisors
 Sixty Vines
 Sola Salons

Tarpon Ortho and Chiropractic
 The Car Spa
 This Side Up Family Fun Center
 Tom Muehlenbeck Rec Center
 Victory Step Test Prep
 Village Health Partners
 Willowbend Fitness
 WingStop | Dallas Parkway
 Women's Specialists of Plano
 World Market | Asian Market
 YMCA | Plano/McDermott
 Yumilicious Yogurt

RICHARDSON

Tom Thumb | W Campbell Tom Thumb | Custer Pkwy

Altitude Theme Park
 The Artists' Showplace
 Arnold M Stokol OD & Associates
 Breckinridge Animal Hospital
 Campbell Green Rec Center
 Camper Rogers Wealth Management
 Children's Dental Specialists
 Cindi's New York Deli | Campbell Road
 Dr Lewis & Theisberg DDS
 Eisemann Center
 Fuzzy's Taco Shop
 Heights Rec Center
 Richardson Mercantile
 Richardson Memorial Hospital
 Richardson Public Library
 Richardson Regional Medical Center
 Smoothie Factory
 String Bean Restaurant
 The Counseling Place
 TKI

THE COLONY

Kwik Kar
 Lava Cantina
 Palios

Editorial Content

THE EDITORIAL ADVISORY BOARD

If you have questions, we have answers. We've gathered experts whose advice, wisdom and counsel will help guide the direction of the magazine and website. Our board includes doctors, educators, counselors, nonprofit executives, TV and radio personalities and community leaders. They're here to make sure we empower you with the best advice possible on almost any subject you can think of.

Rebecca Baker

The Jim Utley Foundation

Nishima Chudasama

Program Director, Nest Foundation

Don Hooton, Jr.

Education Programs
 The Taylor Hooton Foundation

William McLaughlin

PSID Human Resources Director

Libby Spears

Filmmaker, Child Advocate

Dr. Dean Beckloff

Pediatric Therapist

Dr. Sandy Gluckman

Functional Behavior & Health Coach

Anne Hudson

Disability Hiring Specialist

Whitney Rosenblum

Richland College and Collegiate High School

Dr. Susan Sugerman

Adolescent Medicine Physician

Dr. Kwabena Blankson

Adolescent Medicine Physician

Vanita Halliburton

Founder & President,
 The Grant Halliburton Foundation

Dr. Cary A. Israel

President Emeritus of Collin College

Charmaine Solomon

Co-Founder, My Possibilities

Kelly Waterman

Special Needs Advocate

GOOD LIFE FAMILY'S FEATURED CONTENT

goodHEALTH

Topics include health and wellness, nutrition, fitness, mental health, eating disorders, and more for our parents and their children, tweens to twenties.

INgoodSHAPE

Tips for getting or staying in shape, including starting or joining a walking/running/cycling group, personal training, making time to work out, finding the right gym, etc.

goodTO GO

Advice from internationally known travel advisor Rick Seaney, plus how to find the best deals, best destinations for families with older kids and travel tips.

goodADVICE

Answers to often overwhelming legal questions, including home liability, wills, trusts, personal injury, family matters and more.

goodLOOKS

Fashion trends and looks for every occasion...from luncheons to date night, homecoming to prom, GLF fashion editors pull together looks for every age!

goodREADS

GLF's book reviews and recommendations are sure to spice up your reading list for you or your book club.

goodKIDS AWARD

Meet kids, middle school through college, who are doing something right, reinforcing the good in our communities by shining a light on role models. GLF is taking nominations! Visit goodlifefamilymag.com to nominate someone you know!

goodDEEDS

Philanthropies, charitable organizations and individuals who are making a difference in our communities and in the lives of our families.

goodTIMES

Our community calendar of events PLUS highlights from luncheons, parties, proms, galas, school events, concerts, and more. Selfies welcome!

goodTO KNOW

In each issue, we will delve into the most important and essential issues impacting our lives and the lives of our kids tweens to twenties.

goodLIVING

From house renovation and outdoor decor to family fun at home, GLF focuses on the resources you need to live the good life!

goodEATS

Our Dining Guide promotes local restaurants from family-friendly eateries to date night destinations, while recipes help with any family dining dilemmas.

goodJOBS

Working with job banks and local businesses, we'll let you know who is hiring, whether it's part-time work for high school students; internships for college students and graduates; a full-time job for moms or dads who have stayed home to raise their kids and are ready to go back to work; and meaningful work for readers' parents who are not ready to completely retire.

goodEMBRACE!

We are researching and covering important, educational and inspiring content to support families with differently-abled children.

goodParenting/ VIPAWARD

Our VIP (Very Inspiring Parent) Award honors the everyday, and not-so-everyday, heroes in our midst. Those whose courage inspires others, in spite of the challenges life has thrown at them. GLF is taking nominations! Visit goodlifefamilymag.com to nominate someone you know!

goodOL'DAYS/ SENIOR LIFE

Our readers are part of the "sandwich generation", so we will cover issues and topics like milestone celebrations, finding senior living, helping with wills and advance directives and finding counsel for health, legal and financial matters.

2018-2019 Feature Stories & Special Sections

Our readers tell us they read our magazine “cover to cover” because our content resonates with them. They are eager to learn new ways to enhance their lives, and our journalistic features offer the advice, products and services to make that happen.

Here’s what we are talking about in every issue of *Good Life Family* and on goodlifefamilymag.com

- Advice for Parents with Kids Tweens to Twenties
- Physical and Mental Health & Wellness
- Travel & Leisure
- Life of Tweens & Teens
- College Prep / College Bound
- Post-College: Here Come the Twenties
- Special Needs and The Differently-Abled
- Relationship Advice and Inspiration
- Senior Living and the “Sandwich Generation”
- Dining & Entertainment
- Family Fun Things To Do
- Legal and Financial News
- Fashion & Style
- Home & Garden
- Very Inspiring Parent (VIP) Award
- Good Times Community Events & Philanthropy

SPECIAL EDITORIAL FEATURES

In each issue, we add seasonal special sections designed for maximum impact.

| | NEWS STAND | AD CLOSE | ART DUE |
|---|------------|-----------|-----------|
| July August 2018 <i>Beat The Heat!</i> - Home & Garden: Hot Trends - Summer Health & Safety Guide - Back-To-School Planner - Staycations & Summer Getaways - Focus on Allen | JUL 1 | JUN 11 | JUN 15 |
| September October 2018 <i>Game On!</i> - Party Planning Guide - College Prep and Planning Guide - Home & Garden/Outdoor Entertainment - Sports Health & Wellness - The Good Doctor Guide | SEP 1 | AUG 13 | AUG 17 |
| November December 2018 <i>Holiday Cheer!</i> - Holiday Gift Guide - Healthy Mind & Body - Family Fun & Entertainment - Home & Garden/ Interior Design & Decor | NOV 1 | OCT 12 | OCT 17 |
| January February 2019 <i>New Year, New You!</i> - The Ultimate Travel Planner - Valentine’s Gift Guide - Summer Camps & Programs Planning Guide - You’re Best You | JAN 1 | DEC 11 | DEC 13 |
| March April 2019 <i>Refresh & Renew!</i> - Summer Camps & Programs Planning Guide - Your Best You - Home & Garden/ Curb Appeal/Outdoors - College Prep and Planning Guide | MAR 1 | FEB 13 | FEB 16 |
| May June 2019 <i>School’s Out, Summer’s In!</i> - College Prep & Planning Guide - Mom’s Dad’s & Grads Gift Guide - Summer Travel and Planning Guide - Dream Homes | MAY 1 | APR 13 | APR 17 |

EDITORIAL CALENDAR

Partner with Us

CONTENT MARKETING AT ITS FINEST

PR, Community Relations, Advertising and Promotion
All Rolled into One Strategic Partnership

Good Life Family’s advertising opportunities give you the opportunity to MAXIMIZE YOUR REACH AND ENGAGEMENT with your target audience in both print and digital magazines. It’s all about content marketing. **You have the content that speaks to our readers, and we have the readers you want to communicate with.** We operate the magazine much like an agency, always strategizing with you to promote your expertise, products and services.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action. It’s a great way to make yourself more visible and attract new clients. It can be a great way to attract referrals as well. *Being referable means giving your current clients and peers reasons to mention you to other people who are your prospective clients.*

Good Life Family offers content marketing at its finest. Our tenured marketing specialists understand **HOW TO SPEAK TO YOUR TARGET AUDIENCE SO THEY WILL LISTEN.** Our writers, local and afar, are among the **TOP IN THEIR INDUSTRY.** Our creative team designs the articles that **DRAW THE READERS’ EYES AND IMPACT THEIR MINDSET.**

In addition to our semi-monthly glossy magazine, *GLF* offers opportunities to offer original, new content on goodlifefamilymag.com to keep an ONGOING DIALOGUE between you and our readers.

You have the expertise, products and services our readers need (even if they don’t know it yet!). *Good Life Family* gives you the perfect forum to educate and inspire our readers.

For more information and a personal consultation, please contact:

Sheryl Pidgeon | Publisher & Editor In Chief
Sheryl@goodlifefamilymag.com
 Direct: 214-476-8131



Advertising Rates & Packages

THE ADVERTISING PARTNERSHIP PACKAGE

The Advertising Partnership Package gives you the opportunity to maximize your reach and engagement with our audience in both print and digital formats by adding the following advertising partner perks* for just \$300 more.

Ask your representative for complete details.

THE ADVERTISING PARTNERSHIP PACKAGE INCLUDES:

- FLIPBOOK E-MAGAZINE (WITH HYPERLINK TO YOUR SITE) ON GOODLIFEFAMILYMAG.COM
- DIGITAL AD ON GOODLIFEFAMILYMAG.COM
- EDITORIAL CONTENT IN GLF PRINT MAGAZINE AND GOODLIFEFAMILYMAG.COM
- SOCIAL MEDIA PROMOTION
- NETWORKING AND COMMUNITY/PUBLIC RELATIONS OPPORTUNITIES

| | FULL PAGE | HALF PAGE | 1/3 PAGE | 1/4 PAGE | 1/8 PAGE | BACK COVER | INSIDE COVER |
|------------|-----------|-----------|----------|----------|----------|------------|--------------|
| 1X AD ONLY | 2195 | 1195 | 1095 | 695 | 395 | 3395 | 2495 |
| AD PARTNER | 2495 | 1495 | 1395 | 995 | 695 | INCLUDED | 2795 |
| 3X AD ONLY | 2095 | 1095 | 995 | 595 | 345 | 3195 | 2395 |
| AD PARTNER | 2395 | 1395 | 1295 | 895 | 645 | INCLUDED | 2695 |
| 6X AD ONLY | 1995 | 995 | 895 | 495 | 295 | 2995 | 2195 |
| AD PARTNER | 2295 | 1295 | 1195 | 795 | 595 | INCLUDED | INCLUDED |

Ask us about our preferred placement/premium upgrades.

Rates as of May, 2018. Rates subject to change, but frequency contracts will always be honored. We honor a 15% discount for non profit organizations & schools.

*Ad partners receive the above perks in addition to their ad placement. Specific perks are determined by ad size and frequency.

FULL PAGE
7.88" X 10.375"

HALF PAGE
7.88" X 5.15"

QUARTER PAGE
3.88" X 5.15"

1/3 V PAGE
2.87" X 10.375"

1/3 H PAGE
7.88" X 2.87"

BIZ CARD
3.88" X 2.87"

Digital & Social Media

GoodLifeFamilyMag.com and our GLF Weekly eBlast boast a strongly engaged audience to give your marketing even more pop!

- Goodlifefamilymag.com receives over 11,000 page views per month
- GoodLifeFamilyMag.com <http://goodlifefamilymag.com/> offers local and global reach to our advertisers. We have thousands of visitors who read the magazine digitally, including via FlipBook versions stored as back copies on the website: <http://goodlifefamilymag.com/mag-issues/>

GOOD LIFE FAMILY WEEKLY \$425/PER AD INSERTION OR 3 FOR \$750*

Since GLF published in print every other month, we stay in constant communication with our 5,000+ digital subscribers via our "E-Newsletter" delivered electronically each Friday morning with each week's trending articles, local headlines and upcoming community events direct to their inbox. There are 2 prominent ad placement positions in each edition.

*scheduled and paid at one time and used within 3 months

GOODLIFEFAMILYMAG.COM BANNER (PER MONTH)

Leaderboard | 728 x 90 pixels | **\$525**

Island | 300 x 25 pixels | **\$450**

Video | 300 x 250 pixels | **\$575**

EXCLUSIVE E-BLAST | \$350**

Reach your target audience directly as the exclusive advertiser via our once-a-week designated e-blast to our 5,000+ subscribers

GOODLIFEFAMILYMAG.COM DIGITAL ARTICLE WRITTEN BY GLF STAFF | \$700

(max 750 words; client provides up to 2 photos; article included in one, GLF Weekly eBlast)

GOODLIFEFAMILYMAG.COM DIGITAL ARTICLE SUPPLIED BY CLIENT | \$575

(maximum 750 words and GLF approves/proofreads prior to posting)



goodlifefamilymag.com

SOCIAL MEDIA SUPPORT

You've got the news and information our readers want. Ad Partners receive our social media posts as part of their package. Or you can request social media posts for an additional fee. Ask your rep for details.



GLF Weekly Email

Contact Us

PUBLISHER & EDITOR-IN-CHIEF

Sheryl Lilly Pidgeon
Sheryl@goodlifefamilymag.com
Direct: 214.476.8131

EDITORIAL TEAM

Tricia White
Managing Editor
Tricia@goodlifefamilymag.com
Direct: 214.725.1981

Elle Parks

Fashion Editor
Elle@goodlifefamilymag.com

Rick Seaney

Travel Editor
Rick.Seaney@farecompare.com

CREATIVE DIRECTOR

Jennifer Melton
Jennifer@goodlifefamilymag.com

COPY EDITORS

Audra Glidewell
Tracy Graivier Bell

WRITERS

Lisa Beach
Karyn Brodsky
Kristin Ciccirelli
Erin O'Connell
Dawn Bluemel Oldfield
Lindsey Pidgeon
Deb Silverthorn
Alicia Wanek



MARKETING TEAM

Michael Tinglin
Chief Marketing Officer
Michael@goodlifefamilymag.com
Bill Brock/White Rock Films
IT Specialist/Videography
Bill@whiterockfilms.com

Katherine Ingram

Jaxie Pidgeon
Marketing Assistants

SOCIAL MEDIA

PixelCutLabs

ADVERTISING TEAM

Amy Lendl
Advertising Manager
Advertising@goodlifefamilymag.com

Melinda Bogoslavsky

Advertising Account Executive
Melinda@goodlifefamilymag.com
Direct: 214.603.9478

Mendy J. Lea

Advertising Consultant
Mendy@goodlifefamilymag.com
Direct: 214.228.5052

Jean Lewis

Advertising Account Executive
Advertising@goodlifefamilymag.com
Direct: 214.208.6857

Good Life Family Magazine

3308 Preston Road | Suite 350
PMB #113
Plano, TX 75093 | goodlifefamilymag.com

Fan Mail

"Advertising in Good Life Family helps me reach my target clients all over the Metroplex. I have yet to meet any publishing group as passionate about its mission, nor as driven, as the owners and editors of this magnificent publication. They clearly care about information,ing and helping their readers and that matches my mission as an attorney and advertiser." - Colin S.

"Impactful."

- Robin A.

"I read it cover to cover and keep each issue for future reference."

- Carie M.

"The experts and advisors sourced the articles are the top in their respective fields." - Brian T.

"There is so much great content packed into one magazine!"

- Terri T.



WELCOME TO THE FAMILY!
Good Life Family is committed to making an impact in our communities through philanthropic sponsorships and by supporting our business partners' causes and events.

Our marketing team seamlessly plans and executes extraordinary special events for our business partners to strategically engage and activate their target audience.

