

about us

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 support 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. Our feature topics include relationships, health, financial security, philanthropy, travel and fashion.

Good Life Family also celebrates parents who are making a difference in their families, their communities, and to those in need. You'll meet inspiring women and men who have stared down life's challenges, survived and are now willing to share their journey with you.

Good Life Family is 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.





reader profile

The Good Life Family reader is a busy mom or dad raising kids ages 12 to 21. They likely have a career and are active in the community, but these parents' top priority and greatest sense of accomplishment comes from parenting.

They multi-task every day — from running carpool to coaching teams, from teaching their teens to drive to getting dinner on the table, and from starting a college education fund to visiting campuses. In many cases, our core readers are also caring for their own parents and coping with the challenges of managing their busy home lives while finding the time and resources to help their aging parents mentally, physically and financially.

Good Life Family parents are active and want to stay fit. They de-stress by being social, traveling and relaxing at home. They enjoy a lifestyle that is commensurate with their hard work, including creating a home life that will build memories and leave a lasting legacy for their families.

Average age is 35-62 with children 12-21

78% Moms • **22% Dads**



goodLIFEfamily

GoodLifeFamilyMag.com

Baby Boomers • Gen X • Sandwich Gen

reader profile

FIRST GENERATION FOR FOCUS ON "WORK-LIFE BALANCE"

BROUGHT TECHNOLOGICAL ADVANCES INCLUDING GOOGLE™, YOUTUBE™ AND AMAZON™

23% HAVE MASTERS DEGREES OR HIGHER

78% OWN A HOME

SPEND AN AVERAGE OF \$8311. ANNUALLY ON FOOD AND ALCOHOL

SPEND AN AVERAGE OF \$2499. ANNUALLY ON HEALTH CARE

SPEND AN AVERAGE OF \$7175. ON PERSONAL INSURANCE AND PENSIONS

EARN AN AVERAGE HH INCOME OF \$101,159 PER YEAR

SPEND AN AVERAGE OF \$58/MONTH ON GYM MEMBERSHIPS

SPEND AN AVERAGE OF \$86/MONTH ON CONCERT TICKETS

DINE OUT AN AVERAGE OF 220 TIMES PER YEAR

IN 2015, THOSE AGED 50+ TO REPRESENT 45% OF US POPULATION

WILL LEAVE AN AVERAGE OF \$340,000 TO EACH OF THEIR CHILDREN

OUT SPEND OTHER GENERATIONS BY \$400 BILLION EACH YEAR ON CONSUMER GOODS AND SERVICES

IN TEXAS, THEY SPEND AN AVERAGE OF \$10,549 PER YEAR ON COLLEGE TUITION

24 MILLION PEOPLE AND GROWING

38% OF THE TOTAL POPULATION

AVERAGE AGE 48

7 OUT OF 10 WORK

CARES FOR PARENT 74 AND OLDER

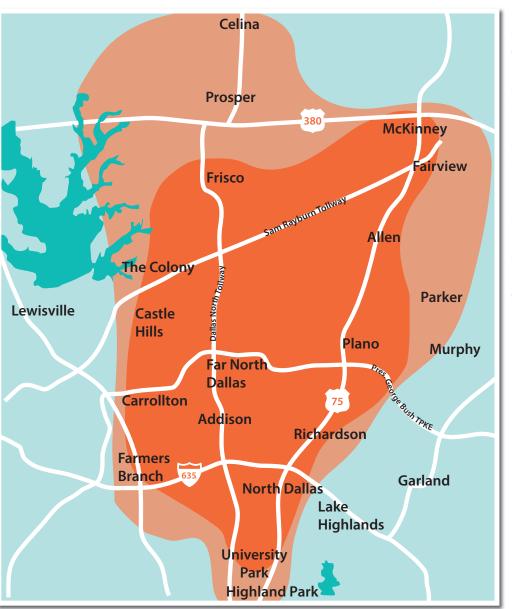
HAS KIDS AT HOME UNDER 18



goodLIFEfamily GoodLifeFamilyMag.com

circulation

Good Life Magazine is a free publication, supported by advertisers and sponsors.



- Estimated readership of 44,800 per issue
- 7,600⁺ Print Subscribers
- 4,500⁺ Digital/Email Subscribers (grows by hundreds each month)
- •300⁺ Distribution Sites
- 4,000⁺ Monthly
 Page Views on goodlifefamilymag.com

- Primary Trade Area (Subscriptions, Direct Mail and Distribution Sites)
- Secondary Trade Area (Subscriptions, Direct Mail and Distribution Sites)

Direct Mail Concentration*

North Plano North McKinney,

75024, 75025 Prosper

75071, 75078

West Plano

75023, 75075 North Carrollton,

Castle Hills

Far West Plano 75007, 75010, 75056,

75093, 75252, 75287 75287

Murphy, Parker, Addison, Carrollton,

East Plano North Dallas

75074, 75082, 75094, 75001, 75006, 75234

75002

West Richardson,

Frisco North Dallas

75033, 75034, 75035 75080, 75240, 75254,

75248

The Colony

75056 North Dallas,

Park Cities

Allen, Lucas, 75205, 75225, 75230,

Fairview 75229

75002, 75013, 75069

McKinney 75070, 75069, 75002 75013 *Partial Zip Code Distribution

goodLIFE family
GoodLife Family Mag.com

distribution

Good Life 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 214.725.1981.

ALLEN

Market Street | Allen Watters Creek Visitor Office

6 Day Dental Allen Car Wash Allen Event Center Allen Orthodontics Cindy's School of Dance Envision Imaging

Frog Café
Mooyah Burgers
Texas Family Fitness
The Lion and Crown

The Loft

Sublime Chocolate Bar White House Black Market

Vibe Yoga Studio

CARROLLTON

Albertsons | Carrollton

Alfredo's

Baylor Medical Center at Carrollton

Baylor Scott & White Buffalo Wings Cafe Brazil

Carrollton Sushi

Children's Dental Specialists

ChopShop Sports

Family Medicine Association

Fruitalicious

Indoor American Sports

Physio Fit

THE COLONY

Baylor Family Clinic

DALLAS

Albertsons | Dallas Central Market | Dallas Whole Foods | Lomo Alto Whole Foods | Park Lane Whole Foods | Preston & Forest

Adolescent Health Associates

Advance ER | Dallas Advance ER | Park Cities

Amberjax Fish Market Grille | Trinity Grove

Athleta | Preston Road Beckloff Behavioral Health Bliss Speech & Hearing

Bolsa

Bolsa Mercado Busy Body | Addison Busy Body | Preston Road Breadwinners | W Lovers Brynn Bagot Public Relations

Cafe Fino

Cafe Brazil | Central Expressway

Car Spa | Addison Car Spa | Dallas

CARE

Chicken Scratch

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 Dallas Children's Theater

Dallas Photo Studio
Dancing Angels

Dallas Counseling Center

Deli News Dream Café Ed Kellum & Son

Elie Tahari | Northpark Envision Imaging

Fat Straws Flying Fish

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

Highland Park Endodontics HopDoddy | University Park HopDoddy | Uptown Huntington Learning Center

Insights Therapy

Jewish Community Center Kenny's Wood Fired Grill Kim Hunter Medical Office

KLIF Radio

Kuby's Sausage House | Snider Plaza

Lazy Dog Restaurant Lepley Orthodontics Mathnasium

New Friends New Life

Oceanaire Seafood Restaurant

Oral Health Solutions

Orange Theory Fitness | Preston
Orange Theory Fitness | Walnut Hill

Orsinger, Nelson, Downing and Anderson, LLP

Parker School Uniforms

PediaQ

Power House Dance

Preston Park Health & Wellness

Preston Road Pharmacy Reveal | West Lovers Renner Frankford Library

Richland College Royale Ballet Royal Sushi Salon Jean Claude SMOKE Restaurant

Smoothie Factory
Spork Restaurant

Sportsplex

STARPOWER | Cole and Central STARPOWER | North Dallas Stuart Weitzman | Northpark St Bernard Sports | Park Lane St Bernard Sports | W Lovers

Team Sports

The Theodore Restaurant Tips on Trips & Camps

Trina Turk

Victory Step Test Prep

Village on the Parkway Visitor Center

YMCA Dallas | Town North

FAIRVIEW

Stacy Road Pet Hospital Gandy Orthodontics Palios Pizza

FRISCO

Market Street | Frisco

Baylor Outpatient Services
Benham Orthodontics

Blue Door

FRISCO (cont)

Centennial Hospital

Chalmers Wellness Center

Coffee N Cream

Collin College Bookstore

Drug Crafters

Family Health Market

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

Juicer Heroes

Kenny's Burger Joint

Kumon | Eldorado

Main St. Family Physicians

My Gym

Paciugo

Pediatric ER

Power House of Dance

Primary Care & Internal Medicine

Pure Plates

Seay Behavioral Health

Sports Clips Stonebriar Spa

Stonebriar Veterinary Center

Studio Dance | Frisco/Main

The Float Spot

Tieperman Health & Wellness

Warrior Martial Arts Academy

YMCA | Frisco/Main

Zen Nails

McKINNEY

Cooper Fitness Center

E care

Envision Imaging

First Choice Emergency Room

Diggin' It

Dr. Pepper Star Center

Local Yocal

McKinney College

McKinney Library/DT McKinney Public Library

Palio's Pizza

Rick's Chophouse

Run On!

Sunstone Yoga YMCA

Zenith Elite Gymnastics Academy

MURPHY

Advanced Chirosport

Einsteins First Choice ER Run On!

Smiles at Murphy

Yogurtville

PLANO

Albertsons | Plano Market Street | Plano

Aim for Wellness
Apple Orthodontics

Bill Hogan Concussion Center

BN Behavior Network Breadwinners Café

Busy Body
C2 Eduction
Café Bohemia
Cafe Brazil
Car Spa | Plano
Coffee House Café

Chaiken and Chaiken, LLC

Christ United Methodist Church Collin County Community College

Courtyard Theater

Dr. Sandy Gluckman, Parents Take Charge

Einsteins El Queso | Parker Elliots' Hardware Envision Imaging Explore Horizons

Fat Straws
First Choice ER
Frisco Spine
Gazeebo Burger
Gentle Family Dentistry

Goodfellas Haggard Library Hiatus Spa Jamba Juice

Juicer Heroes Kenny's Burger Joint

Kids Dental Plano Liberty Rec Ctr Luke's Locker Main Street Bakery Mama's Daughter's Diner Massage Green Spa

Medical City Children's Hospital Plano

Mercedez Benz

Ohio Drive Animal Hospital

Orange Theory Fitness | Dallas Pkwy

Paciugo | Park & Preston Parker School Uniforms Paws & Claws Animal Hospital 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

SMG Wealth Advisors

SMOKE Plano

Spezzo Italian Restaurant

The Car Spa

This Side Up Family Fun Center Tom Muehlenbeck Rec Center

Victory Step Test Prep Village Health Partners Wells Brothers Farm Store

Willowbend Fitness
WingStop | Dallas Parkway

Women's Specialists of Plano World Market | Asian Market

Yao Fuzi

YMCA | Plano/McDermott Yumilicious Yogurt

RICHARDSON

Arnold M Stokol OD & Associates Campbell Green Rec Center

Camper Rogers Wealth Management

Children's Dental Specialists

Cindi's New York Deli | Campbell Road

Fuzzy's Taco Shop Heights Rec Center Natural Grocers Richardson Mercantile Richardson Memorial Hospital

Richardson Public Library

Richardson Regional Medical Center

Smoothie Factory String Bean

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.

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Adolescent Medicine Physician

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Assistant High School Principal

David Stanley

Elder Care Expert

Dr. Susan Sugerman

Adolescent Medicine Physician

GOOD LIFE FAMILY'S FFATURED 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 qym, 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.

goodL00KS

Fashion trends and looks for every occassion...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!

VIPAWARD

Our VIP (Very Inspiring Parent) Award honors the everyday, and not-soeveryday, 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!

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.

goodOLE DAYS

Our readers are often 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.

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 and restaurant reviews help with any family dining dilemmas.

goodJ0BS

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.

2016 Editorial Features & Special Sections

Good Life Family magazine helps navigate the challenges of raising good kids with extensive and insightful content addressing the daily joys and struggles of finding a balance between kids and aging parents. The following features are in every issue of Good Life Family magazine:

Health & Wellness • Fashion • Travel • Dining Guide • Financial & Legal Advice • Philanthropy • Home Living VIP Award • Good Kids Award • Events Calendar & Photos

Below are the upcoming **Special Sections and Features** for each issue in 2016!

January | February 2016 Celebrate!

- Special Section: The Ultimate Travel Guide
- Adults Going Back-to-School
- Teen Dating Violence Awareness
- Red Hot Valentine's Gift Guide

March | April 2016 Looking Forward!

- Special Section: College Guide
- Special Section: Summer Camps & Programs Guide
- Special Section: Prom Night!
- Outdoor Living & Décor
- Health Feature: Cancer

May | June 2016 Bring the Heat

- Special Section: The Family Home: Renovations, Building, Designing and Residential Real Estate
- Special Section: The Gift Guide: Mother's Day, Father's Day and Graduates
- Men's Health Month
- Beating Summer Boredom
- Dermatology and Skin Care

July | August 2016 Meet the Millennials

- Special Section: Beat the Boredom | A Guide to Summer Fun!
- Special Section: Back to School
- Health Feature: Sleep Disorders
- Sports and Fitness Injuries
- Over Scheduling and Sleep Deprivation

September | October 2016 Seasons of Change!

- Special Section: Top Docs
- Special Section: Holiday Planning Guide
- Social Media Revolution

November | December 2016 The Holiday Issue

- Special Section: Holiday Gift Guide
- Special Section: Family Fun & Entertainment
- Traditions and Celebrating Family
- Health Feature: Stress



advertising packages

Good Life Family Magazine's advertising packages give you the opportunity to maximize your reach and engagement with our audience. Each package includes special section and main publication options both in print and online.

Each package includes:

AD IN GLF'S GLOSSY PRINT MAGAZINE

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

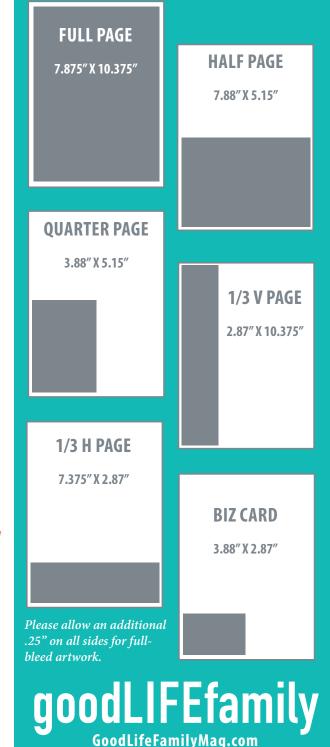
NETWORKING AND COMMUNITY/PUBLIC RELATIONS OPPORTUNITIES

Package prices are determined by ad size and frequency.

FULL PAGE		HALF PAGE	1/4 PAGE 1/3 PAGE	BIZ CARD	BACK COVER	INSIDE COVER	CONTENTS 1/3 V
1X	2300	1200	625	350	3450	2875	2000
3X	2070	1080	563	315	3105	2588	1800
6X	1840	960	500	280	2760	2300	1600

Rates as of January 2016. Rates subject to change, but frequency contracts will always be honored.

We honor a 15% discount for non profit organizations and schools.



digital advertising

GoodLifeFamilyMag.com and our weekly GLF Newsletter eBlasts boast a strongly engaged audience to give your marketing even more pop!

- Goodlifefamilymag.com receives over 4,000 page views per month and our engagement has grown by 50% since March 2015!
- The GLF Weekly eBlast Newsletter is delivered to over 4,000 subscribers each week and has an average open rate of 34%, twice that of the industry standard.

DIGITAL MARKETING OPPORTUNITIES

- Goodlifefamilymag.com Leaderboard Ad | \$450 per month
- Goodlifefamilymag.com Island Ad or Video | \$325 per month
- Goodlifefamilymag.com Digital Article written by GLF staff | \$500 (max 750 words; client provides up to 2 photos; article included in one, GLF *Weekly eBlast Newsletter)*
- Goodlifefamilymag.com Digital Article supplied by client | \$375 (maximum 750 words and GLF approves/proofreads prior to posting)
- GLF Weekly eBlast Newsletter Island Ad | \$500 for 2 insertions

DIGITAL SPECS

No flash animation accepted.

Leaderboard Banner | 728 x 90 pixels | 140 kilobyte max

Island | 300 x 250 pixels | 80 kilobyte max

Video | 300x 250 pixels 30 second max

No video is hosted locally and must be hosted on publicly accessible YouTube or Vimeo account for content delivery.

For a small fee, Good Life Family Magazine will design and create your print and digital ads as well as update them on a regular basis for multiple insertions. Please ask for details.





partner with us

SPONSOR AND PARTNERSHIP OPPORTUNITIES

If you share the *Good Life Family* mission to enhance the lives of families with kids tweens to twenties, join our team. We want to make you more than an advertiser...we want you to be a partner in our journey.

Our magazine readers and website viewers need your important information and educational content and you will benefit by reaching this core consumer. It's a perfect match.

As a Partner, you will receive:

- Advertising space
- •Editorial content professionally designed and custom-tailored to you
- •Special promotional opportunities
- •Support with your events and activities
- •Opportunities to participate in our Lecture Series and other GLF events
- •Custom video production so we can stream you in action on our website
- And much more!

We will walk hand in hand with you to help you reach your marketing goals and increase your bottom line.

For more information and a personal consultation, please contact:

Sheryl Pidgeon Publisher & Editor In Chief Sheryl@goodlifefamilymag.com

Direct: 214-476-8131



sked & nswered







Light Farms





NEED A NEW HOME BEFORE THE

contact us

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terms & conditions

- 1. All products and services must be approved by the publisher before acceptance of insertion order. All copy subject to approval. Good Life Family reserves the right to reject or cancel any advertising for any reason at any time.
- 2. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the publisher's policies will be binding on the publisher. Orders specifying positions other than covers are accepted only on a request basis.
- 3. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication will be made and charged for according to terms of schedule in force without further notice.
- 4. The advertiser and its agency, if there is one, each represents that it is fully authorized and licensed to use (1) the names and likenesses of all persons appearing in advertisement, (2) all copyrighted or trademarked material and (3) all testimonials contained in all advertisements submitted by or on behalf of the advertiser and published in Good Life Family, and that such advertisements are neither libelous, an invasion of privacy, or otherwise unlawful or infringe on the rights of any third party. The advertiser and its agency each agree to indemnify and save harmless SLP & Company, publisher of Good Life Family, against all loss, liability, damage and expense arising out of the copying, printing, or publication and distribution of such advertisement.
- 5. The agency and advertiser agree not to make promotional or merchandising reference to Good Life Family in any way except with the express written permission of the publisher for each use. Publisher's acceptance of an advertisement for publication in Good Life Family does not constitute an endorsement of the product or service advertised. No advertiser or agency may use the Good Life Family name or logo without publisher's prior written permission for each such use.
- 6. Advertisements simulating Good Life Family editorial matter in appearance or style must be clearly defined and labeled "Advertisement" and are subject to publisher's approval.
- 7. When change of copy is not received by closing date, copy run in previous issue will be inserted.

- 8. Advertiser and agency agree that the publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
- 9. The publisher's liability for any error will not exceed the cost of the space.
- 10. The publisher assumes no liability for errors in key numbers or, if for any reason, it becomes necessary to omit an advertisement.
- 11. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agency ordered and which advertising was published. "Disclaimers" and "sequential liability" are not acceptable by SLP & Company, LLC.
- 12. Announcement of any rate change will be made at least 60 days in advance of the closing date of the first issue affected. Orders for issues thereafter will be accepted at equal rate prevailing.
- 13. Orders for cover pages are non-cancelable. Other pages are non-cancelable after rate card issue closing date.
- 14. For advertising units less than full-page size, insertion orders must specify if advertisement is vertical or horizontal configuration. Insertion orders for all advertising units must state whether advertisement carries a coupon.
- 15. A copy of any proposed insert must be submitted to publisher prior to printing of the insert. In no event shall publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
- 16. Credit Policies
- Terms: net 30 days.
- Finance charge of 1.5% per month for invoices outstanding beyond 30 days.
- Invoices rendered on or about on-sale date.
- New advertisers must supply acceptable credit references and cash with order.
- 17. Good Life Family's ABC-compliant digital replica contributes toward rate base. Advertisers can choose to opt out at time of print space close but rate/rate base will not be adjusted.

"Wow this is really a great magazine! Congrats!!!" - Mary Ellen H.

"I just wanted to let you know that I have enjoyed receiving your magazine. It is well written and beautifully illustrated. Great job!" - Paige A.

"We need as many waiting room copies as you can spare!" - Susan S.

"There is so much great content packed into one magazine!" - Terri T.

"I don't know how you keep on coming up with such relevant and important articles..." - Carol M.

"It's such a great magazine!" - Gail K.

"Just browsed through the latest issue, and wanted to let you know it gets better and better each time!"
- Dawn M.

"...the best new magazine I have ever seen! The flow of the content, timeliness of the subjects, ad design, freshness of the entire layout.... amazing!" Mark B.

Kudos! You continue to present an exceptionally worthwhile and resourceful document for the Dallas community! - Marsha L.