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LIVE.LEARN.LAUGH.REPEAT.

goodLIFEfamily

The Go-To Source for Parents of Kids Tweens to Twenties

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 will help navigate the challenges of raising good kids — kids who will find their own paths to happiness. It will also offer support and resources for the “sandwich generation,” those who are sandwiched between raising their kids and caring for aging parents. Extensive and insightful content will address the daily joys and struggles of finding a balance between kids and parents while keeping ourselves sane in the process. Topics including 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 now are 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.



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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 35-58 with children 12-21

78% Moms • 22% Dads

Baby Boomers • Gen X • Sandwich Gen

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reader profile

GENERATION X

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

BABY BOOMERS

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

SANDWICH GEN

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



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circulation

Good Life Magazine is a free publication, supported by advertisers and sponsors. Distributed six times a year, before the first day of the first month, circulation is estimated at 18,000 per issue.

Over 5,000 copies will be mailed directly to homes of parents who have children ages 12 to 21, arriving on or before the first of the month it is published. Free subscriptions are available by request. Thousands of copies of *Good Life Family* will be on newsstands at local retailers, restaurants, grocery stores, office complexes, doctors' offices, gyms, schools, sports complexes, and community centers.



Printed magazine content will drive readers to the website, **GoodLifeFamilyMag.com**. This complimentary, online publication will include weekly updates, and archived magazine issues will be available for one year. The website will link readers to advertisers and editorial sources. Visitors to the site will be tracked and posted.

- Primary Print Circulation
- Primary Circulation Print and Direct Mail Concentration

Direct Mail 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 |
| Frisco 75033, 75034, 75035 | Addison, Carrollton, North Dallas 75001, 75006, 75234 |
| The Colony 75056 | West Richardson, North Dallas 75080, 75240, 75254, 75248 |
| Allen, Lucas, Fairview 75002, 75013, 75069 | North Dallas, Park Cities 75205, 75225, 75230, 75229 |
| McKinney 75070, 75069 | |

*Partial Zip Code Distribution

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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. Content includes the following:

Good Health

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

In Good Shape

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.

Good To 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.

Good Advice Feature Stories

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.

Looking Good

Our Fashion and Style section features trend forecasts from a myriad of fashion leaders; cosmetic tips from Chanel's Keeley Hickey, including teen makeup for school and special functions, as well as updates for moms; how to look fresh even when we're exhausted; and advice on dressing stylish at any age and on any budget.

Good Kids

Meet kids, middle school through college, who are doing something right, reinforcing the good in our communities by shining a light on role models.

Good Samaritans

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

Good Times

How does your family spend its spare time? Highlights from parties, proms, debutante balls, school events, concerts, and more. Selfies welcome!

Good Company

For our social readers, we cover friendship, book clubs, Pokemo, birthday parties, poker nights — whatever it is you do for fun.

The Good Ole Days

Readers' parents, including celebrating birthdays and anniversaries; relying on their timeless advice; finding senior living; helping with wills and advance directives; and finding counsel for health, legal and financial matters.

Good Advice

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

Feeling Good

Tips and advice from some of the top doctors and medical professionals in our communities and around the world.

Good Eats

Suggestions for family dining dilemmas, including which restaurants have a selection to make everyone happy, best after-school drive-throughs, places to pick up healthy dinners and more.

Good Job

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 and college 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.

Do Gooders

List of volunteer opportunities available for adults and kids who need NJHS, NHS or FFA hours.

special sections

2015 PUBLISHING SCHEDULE & SPECIAL SECTIONS

January/February – Launch issue
Health and Wellness

March/April
Travel and Leisure

May/June
Home

July/August
The Good Guide
(readers' and editors' survey choices)

September/October
Gift Guide

November/December
Entertainment and Leisure



about town

KEVIN COSTNER IN DALLAS BENEFITING NFNL

Ebissimus, in commolori asime dis incil modigendand rem. Equatur, ut magna aut andertibus mod que venis eaturio assiatte calibus endamus ducenim nam di noli il ma nes aut eost, atisque omnis terion plaboteped et moloretur?

DENNIS PRAGER SHARES HIS THOUGHTS TO STANDING-ROOM ONLY CROWD

Hentio. Laquam doluptateco dipasped eos qui openti assitam asapero sum que terrori sinde noue neposti la vernam repero es consequae parum doles quis

THE DIVINE MISS M WILL TAKE THE STAGE BENEFITING JFS

On May 1st, Bette Midler will be the keynote speaker for the 2014 Women to Woman Luncheon Benefiting Jewish Family Service (JFS). Oditi occus doluptus as dol voluptatera moluptuquam, untioru ntiones est et tenis rae ninintus eferatur rectissim

SPECIAL SECTION

travel & leisure

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To submit your organization's photos, email Tricia White at tricia@goodlifefamilymag.com. All community events welcome.

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advertising rates

PRINT ADVERTISING

Good Life Family Magazine's print advertising packages include special section and main publication options. Premium positions are subject to availability. All pricing includes full color. Non-premium guaranteed placement is available for an additional 15%. We honor industry-standard 15% discount for recognized advertising agencies and non-profit organizations. *Check with your Account Executive for details.*

| | FULL PAGE | HALF PAGE | QUARTER PAGE | BIZ CARD* | BACK COVER | CONTENTS 1/3 V <small>Inside Front Cover</small> | INSIDE COVER <small>Opposite Front Page</small> |
|----|-----------|-----------|--------------|-----------|------------|---|--|
| 1X | 2000 | 1050 | 550 | 250 | 3000 | 1750 | 2500 |
| 3X | 1850 | 875 | 495 | 225 | 2750 | 1575 | 2250 |
| 6X | 1575 | 750 | 420 | 195 | 2450 | 1395 | 2175 |

**For Restaurants and Retailers Only*

2015 PRINT PUBLISHING SCHEDULE

January/February - *Launch Issue*

March/April

May/June

July/August

September/October

November/December

ADVERTISING SPACE DEADLINE

November 17, 2014

January 20, 2015

March 19, 2015

May 14, 2015

July 20, 2015

September 17, 2015

ARTWORK DEADLINE

November 24, 2014

January 27, 2015

March 26, 2015

May 26, 2015

July 27, 2015

September 24, 2015

ARTWORK SPECS

Magazine trim size: 8.375 x 10.875

Printing: Body and Covers - web offset

Digital Materials: PDF Files - 300 dpi

Full Bleed Safety: .25" away from trim edges (.375" from bleed)

Gutter Safety: .25" on each side (.5" total)

For a small fee, *Good Life Family Magazine* will design and create the advertisement for the advertiser. Please ask for details.

FULL PAGE

TRIM
8.375" X 10.875"

FULL BLEED
8.875" X 11.375"

HALF PAGE

TRIM: 8.375" X 5.4"
FULL BLEED: 8.875" X 5.9"

QUARTER PAGE

TRIM: 4.2" X 5.4"
FULL BLEED: 4.7" X 5.9"

1/3 V PAGE

TRIM
3.3" X 10.875"

FULL BLEED
3.8" X 11.375"

BIZ CARD

TRIM: 4.2" X 2.72"
FULL BLEED: 4.7" X 3.22"

advertising rates

DIGITAL ADVERTISING

GoodLifeFamilyMag.com advertising opportunities include run of site, video and special section digital marketing options. Advertising is placed by the month.

| | LEADERBOARD | VIDEO | ISLAND | SKYBOX |
|-----|-------------|-------|--------|--------|
| 1X | 1,200 | 1,200 | 1,050 | 900 |
| 3X | 1,130 | 1,130 | 985 | 835 |
| 6X | 1,085 | 1,085 | 940 | 795 |
| 9X | 985 | 985 | 905 | 740 |
| 12X | 850 | 850 | 850 | 695 |

DIGITAL SPECS

No flash animation accepted.

Leaderboard Banner

728 x 90 pixels | 140 kilobyte max

Island

300 x 250 pixels | 80 kilobyte max

Skybox

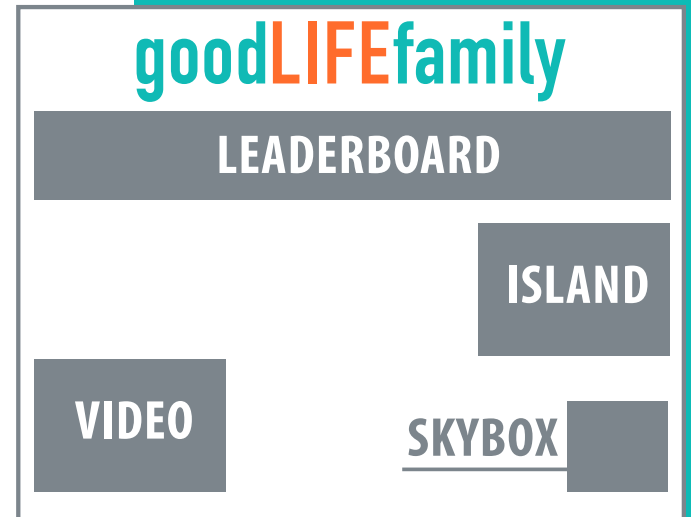
150 x 150 pixels | 50 kilobyte max

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 the advertisement and/or video production for the advertiser. Please ask for details.



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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



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GoodLifeFamilyMag.com

contact us

GOOD LIFE FAMILY MAGAZINE

3308 PRESTON ROAD STE 350 PMB #113 PLANO, TX 75093

EDITORIAL TEAM

Sheryl Pidgeon
Founder and Editor-In-Chief
Sheryl@goodlifefamilymag.com
Direct: 214-476-8131

Tricia White
Managing Editor
Tricia@goodlifefamilymag.com
Direct: 214-725-1981

Judy Mezera
Copy Editor
Judy@goodlifefamilymag.com

Mackenzie Ferch
Website and Social Media Manager
Mackenzie@goodlifefamilymag.com
Direct: 214-402-1216

SECTION EDITORS

Melissa Chaiken
Melissa@goodlifefamilymag.com
Direct: 214-354-0020

Jenny Wood
Jenny@goodlifefamilymag.com
Direct: 469-879-4758

ADVERTISING

Kimberly Brown
Advertising Manager
Kim@goodlifefamilymag.com
Direct: 214.280.6838

BUSINESS OFFICE

Deborah Leshefsky
Payables & Receivables Manager

Michael Doyle, CPA

PRODUCTION

Beth Donahue
Design Director

Bill Brock
Videographer



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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.

We want our readers to have at least one ‘aha’ moment in every issue. If we can bring you even one thing that impacts your life, we’ve accomplished our mission.

- Sheryl Pidgeon, Founder & Editor-in-Chief

LIVE.LEARN.LAUGH.REPEAT.

goodLIFEfamily
The Go-To Source for Parents of Kids Tweens to Twenties



ADVERTISER INFORMATION

Company Name (if applicable) _____

Main Contact _____

Phone _____ Fax _____

Address _____

Email Address _____

AD SIZE

(Please see diagram on back for available ad sizes)

- Back Cover | Rate: _____
- Inside Cover | Rate: _____
- Full Page | Rate: _____
- Half Page | Rate: _____
- Quarter Page | Rate: _____
- Third Page | Rate: _____
- Biz Card | Rate: _____

AD MATERIALS

(Email to tricia@goodlifefamilymag.com)

CHOOSE ONE ONLY:

- Digital File - PDF (300 dpi resolution)
Camera-ready for print.
- Design my ad.*

**A small fee will be assessed. We will contact you with pricing and for your written approval.*

AD AGREEMENT TOTAL: \$ _____

PAYMENT INFORMATION

TOTAL AMOUNT DUE: \$ _____

CHECK # _____ *Please make checks payable to Good Life Family Magazine*

CREDIT/DEBIT CARD NUMBER _____

- Visa
- MasterCard
- American Express

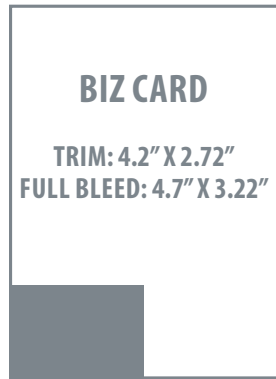
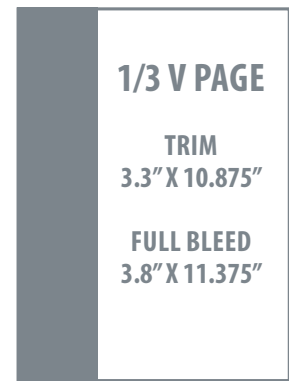
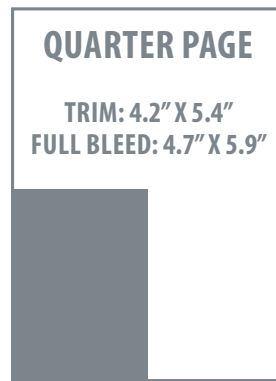
Name on Card _____

Expiration Date _____ CVV _____

Authorized Signature by Advertiser _____ Date _____

Good Life Family Magazine Representative _____ Date _____

Please return this form to Kim Brown, Advertising Manager, at kim@goodlifefamilymag.com.
QUESTIONS? Call 214-280-6838.



ARTWORK SPECS

Magazine trim size: 8.375 x 10.875

Printing: Body and Covers - web offset

Digital Materials: PDF Files - 300 dpi

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Gutter Safety: .25" on each side (.5" total)

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