



MEDIAKIT

2020-2021

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

Updated June 2020

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

From January, 2015 until February, 2020, Good Life Family (GLF) was a free-to-the-public glossy PRINT magazine published 6 times a year and distributed throughout the Dallas metroplex. In March 2020, based on research and careful analysis, GLF pivoted its strategy and became 100% digital. Funded by community-focused advertisers and sponsors who share our 75,000+ target readership and our passion to make an impact in our communities and globally, GLF continues to morph and grow exponentially.

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 is distributed each Thursday morning to over 11,000 digital subscribers offering news, promotions, events and activities that educate, inform and inspire action. 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.

Custom Publications and Marketing Collaterals

If your marketing goals call for a specialty publication, whether a corporate brochure 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.

Ghostwriting, Copywriting and Editing Services

GLF offers top-tier professional writing, ghostwriting, copy editing and proofreading services. Our stellar team is available to help you communicate to your target audiences, whether that means a speech, newsletter, brochure, training manual, or the novel you've been meaning to write.

Podcast (Launch Date Projection July 2020)

The Good Life with Paige McCoy Smith, Michael Tinglin & Sheryl Lilly Pidgeon

Our unique podcast focuses on nonprofit organizations, community leaders and companies with their keen eye on social responsibility. Advertisers and sponsors will have the exclusive opportunities to give a voice to your expertise – literally. The show is co-hosted by *Good Morning Texas'* Paige McCoy Smith, GLF founder, Sheryl Lilly Pidgeon and GLF CXO Michael Tinglin.

Please contact Sheryl Pidgeon, GLF Publisher, at 214.476.8131 or Sheryl@goodlifefamilymag.com for more information.



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.

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.
- homeowners who prioritize their home life with family and friends
- new-Gen parents who enjoy vacationing and experiencing the world with their kids
- celebrating ‘the good life’ in entertainment, dining, travel and hosting milestone events including anniversaries, birthdays, mitzvahs, graduation parties, and weddings
- 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
- grandparents who are highly involved in the lives of their adult children and young grandchildren, including planning multi-generational travel and enriching entertainment, and often take a pivotal role in caregiving.
- navigating the emotional and physical challenges of life with their aging parents, which often includes making legal, lifestyle, caregiving, and senior living choices on their behalf.

FAST FACTS

- Estimated 68% women and 32% men
- 93% of print edition readers reside in Dallas, Denton and Collin Counties (see Circulation details on page 7)
- Estimated 86% of print subscribers are families with kids in middle school, high school and college including private schools and public schools



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 *Good Life Family*!

REACH YOUR CORE AUDIENCE

Parents ages 35 to 65 throughout North Texas and beyond

INFLUENCE

Our content is authentic, purpose-driven and engaging, and it 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 writers and top-tier contributors offer quality content and expertise to our Sandwich Generation readership.

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.



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. It's all about CONTENT MARKETING. **You have the content that speaks to our readers, and we have the readers that need your expertise, products and/or services.** We operate the magazine much like an agency, always strategizing with you to showcase you and/or your business, to tell your story and impact your bottom line.

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, designers and marketers are among the TOP IN THEIR INDUSTRY and our team is 100% committed to impacting your success.

GLF offers opportunities to offer original, new content on goodlifefamilymag.com and via our weekly e-newsletter, and soon, via our podcast 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



Consumer Reach

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

OUR READERS ARE YOUR TARGET AUDIENCE!

Good Life Family readers are 'Sandwich Generation' parents ages 35 to 68 who are "sandwiched" between raising kids tweens to twenties and navigating life with their aging parents. Our motto is 'Life is Good. Make it *Better*' and we partner with businesses whose products, services and expertise impact the lives of our readers. We focus on content marketing to strategically reach and distribute valuable, relevant, and consistent content that attracts readership and drives profitable consumer action.

100% DIGITAL

Now in our 6th year, Good Life Family Magazine has made a major pivot and is now 100% digital. While our primary readership is still focused on North Texas, GLF continues to grow on a regional and national scale because our purpose-driven parenting content has universal appeal.

POWERFUL REACH

- Using a powerful combination of digital advertising, content marketing and social media, we reach over 50,000 parents each month with an emphasis on North Texas, but quickly expanding regionally and nationally.
- Over 11,000 digital subscribers receive *Good Life Family Weekly* e-newsletter every Thursday morning direct to their email and also receive special incentives and offers from advertisers via exclusive email advertising and marketing
- 48,000 average monthly social media reach impressions geo-concentrated on the coveted North Texas region with a growing national influence



Local 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 75205, 75225, 75230, 75229
Allen, Lucas, Fairview 75002, 75013, 75069	
McKinney 75070, 75069, 75002 75013	

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.

Dr. Dean Beckloff
Pediatric Therapist

Nishima Chudasama
Program Director, Nest Foundation

Don Hooton, Jr.
The Taylor Hooton Foundation

Whitney Rosenblum
Richland College/Collegiate High School

Dr. Susan Sugerman
Adolescent Medicine Physician

Dr. Kwabena Blankson
Adolescent Medicine Physician

Dr. Sandy Gluckman
Functional Behavior & Health Coach

Anne Hudson
Disability Hiring Specialist

Charmaine Solomon
Co-Founder, My Possibilities

Kelly Waterman
Special Needs Advocate

Dr. Paul K. Chafetz
Clinical Psychologist/Elder Care Specialist

Vanita Halliburton
The Grant Halliburton Foundation

Dr. Cary A. Israel
President Emeritus, Collin College

Libby Spears
Filmmaker, Child Advocate

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.

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.

goodEMBRACE!

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

goodPeople/ VIP AWARD

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.

2020 Editorial & Special Sections

ADVERTISING & ART DEADLINES

Our readers tell us they read our stories because our content resonates with them. They are eager to learn new ways to enhance their lives, and our articles offer the advice, proven products and innovative services to make that happen.

Here's some of what we are talking about in *Good Life Family* and on goodlifefamilymag.com:

- Advice for Parents with Kids Tweens to Twenties
- Physical and Mental Health & Wellness
- Travel & Leisure / Family Entertainment
- Smart advice for College Prep and College Bound Kids
- Advice for Families with Kids/Young Adults
- Post-College: Here Come the Twenties
- Relationship Advice and Inspiration
- Advice for Sandwich Generation Adults Caring for Seniors
- Good Eats Dining Guide/Recipes/Cooking
- Legal and Financial News
- Fashion & Style
- Home & Garden
- People making an impact /Very Inspiring Parent (VIP) Award
- Community News & Events /Philanthropy

SEASONAL EDITORIAL FEATURES

We add seasonal special sections designed for maximum impact.

January | February 2020 *New Year, New You!*

- The Ultimate Travel Planner
- Valentine's Gift Guide
- Children's Health & Wellness
- Heart Health & Healthy Eating
- Special Kids & Special Needs

March | April 2020 *Refresh & Renew!*

- Summer Camps & Programs Planning Guide
- Allergy Season
- Home & Garden: The Great Outdoors
- College Prep and Planning Guide
- Men's Health & Wellness

May | June 2020 *School's Out, Summer's In!*

- College Prep & Planning Guide
- Moms, Dads & Grads Gift Guide
- Summer Travel and Planning Guide
- Family Fun & Entertainment

July | August 2020 *Beat The Heat!*

- Home & Garden: Hot Trends
- Summer Health & Safety Guide
- Back-To-School Planner
- Staycations & Summer Getaways

September | October 2020 *Game On!*

- Party Planning Guide
- College Prep and Planning Guide
- Home & Garden/Outdoor Entertainment
- Sports Health & Wellness
- The Good Doctor: A Guide to Finding The Right Choice

November | December 2020 *Holiday Cheer!*

- Holiday Gift Guide
- Healthy Mind & Body
- Family Fun & Entertainment
- Home & Garden/ Interior Design & Decor

Ad Rates & Specs

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 in the click of the button.

Leaderboard AD* with 1URL link | \$325

Island AD* with 1URL link | \$250

Video AD* with link | \$375

Sponsored Article | \$350

Good Life Family Weekly E-Newsletter

This is the perfect advertising opportunity to inform your target audience about what is happening 'right now.' Our E-magazine goes to 11,000+ digital subscribers each Thursday morning offering current news, promotions and upcoming community events. These subscribers are especially eager to receive your special offers and invitations to upcoming promotions and events.

Leaderboard AD with 1URL link | \$325

Island AD with 1URL link | \$250

Sponsored Article | \$295

Sponsorship | \$395 *(Includes sponsored article and Island Ad)*

Email Marketing/Exclusive E-blast

\$375

Your EXCLUSIVE advertising message will be delivered to 11,000+ GLF digital subscribers+ Delivered on Thursday AM of your choice

Subject to content approval and based on availability (check with your ad rep to request alternate day of week)

1 URL link

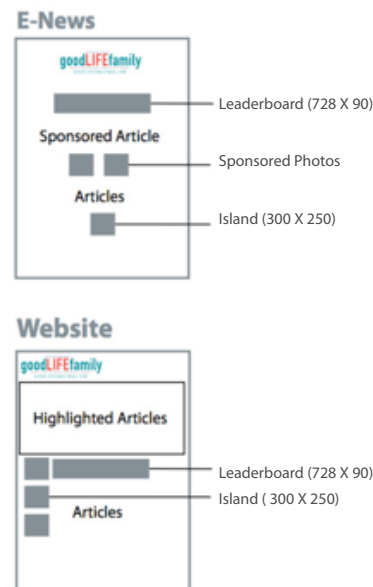
Social Media

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.

Facebook Post | \$195

Facebook Post with Boost | \$295

Other Social Media Channels Available | Ask your rep for details



We honor a 20% discount for nonprofit organizations & schools.
Agency Commissionable at 15%.

Rates as of June, 2020. Rates subject to change, but frequency contracts will always be honored.

Custom Magazines and Creative Services

Custom Publications and Marketing Collaterals

If your marketing goals call for a specialty publication, whether a company brochure, direct mail campaign, or a full-blown custom 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.

Ghostwriting, Copy Writing, Editing & Proofreading Services

If you wish to share your expertise with your target audience or your industry, but are not an expert writer, we've got you covered. Whether its a blog, newsletter column, article, or book you wish to author, we will match you to one of our tenured writers who will work hand-and-hand with you to insure your content is delivered with creativity, purpose and eloquence.

Other Creative Services Available

- Social Media and SEO Strategy
- Content Marketing
- Podcast Development
- Photography/Videography
- Event Management

For more information and a personal consultation, please contact:

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Contact Us

ADVERTISING

Our team stands ready to support your advertising and marketing goals

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EDITORIAL

Have news to share with our readers?
We want to hear from you!

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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.

"Good Life Family is by far one of the best represented publications I've come across in Texas and the best family related in Texas..."

- Christy T.

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

- Terri T.

"Our goal was to raise awareness of the firm among an affluent and targeted audience, with an integrated plan that combined print advertising, digital banners and thought leadership. Over the past three years, we've seen favorable results in not only increasing the firm's visibility, but in generating new clients...And the editorial product is spot on for your audience of 'parents of kids tweens to twenties.'" - Pat R.

"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.

"Impactful."

- Robin A.

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.

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

