

The Good Men Project Magazine

Media

Kit

The screenshot shows the website's header with the logo 'THE GOOD MEN PROJECT' in blue and 'magazine' in a black serif font, enclosed in a large curly brace. Below the header is a navigation menu with links: Home, About, Book/Documentary, The Foundation, Subscribe, and Press Kit. A secondary menu lists categories: FEATURES, GUY TALK, NEWS, SEX/RELATIONSHIPS, ETHICS/VALUES, BOYS, DIVERSIONS, GOOD IS GOOD, MAN-TO-MAN, HEALTH, and DADS. The main content area features a large image of a person in a yellow shirt performing a backflip. Below the image is the article title 'Out of Sync' and a sub-headline 'Puberty is difficult enough. Imagine going through it when you're nine.' To the right of the main image is a search bar and social media sharing options. Below the main image are two columns of article teasers: 'Shaving Like a Man' by Tom Forrister and 'Cupid's Ammo' about staying faithful. On the far right, there is a 'GOOD IS GOOD' section with a 'It Begins' column by Tom Matak, a 'MAN MAIL' section with a submission prompt, and a 'MAN TO MAN' section with a 'Man-to-Man with' article.

Site Traffic and Community

Monthly Pageviews: 1 million

Absolute Unique Monthly Visitors: 250K

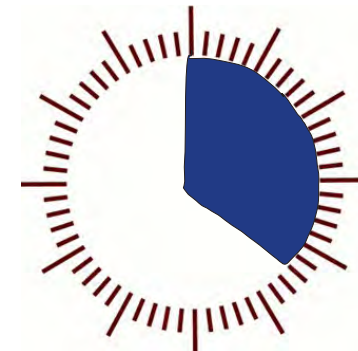
Twitter Followers: 20K

Facebook Fans: 6K

Scribd Readers: 275k

YouTube Views: 100k

Total Social Media Footprint: 2 million+



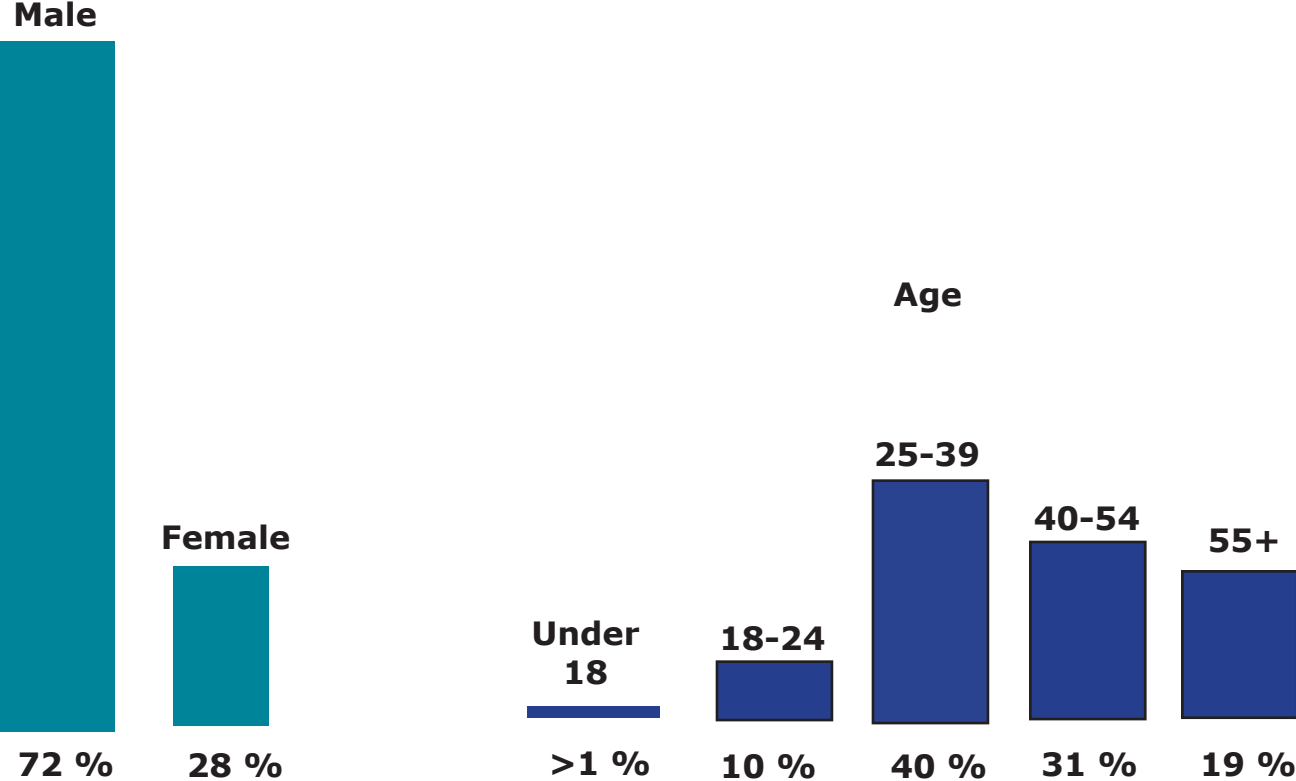
average time
on site

22 minutes



*Other Social Sites with a Good Men Project presence include: Flickr, Vimeo, Blip.tv, Amplify, Reddit, StumbleUpon, Tumblr
Media outlets with ongoing relationships with The Good Men Project include: Fox 25 News, Huffington Post, Men's
Health, Jezebel, Deadspin, Alt.net, GoLocal*

Audience Demographics



Sources: Google Analytics, Self reported surveys and Good Men Project Facebook page demographics

62% report household income of over \$50,000. 39% report income of \$100,000 or more.

68% are married or living with a significant other.

59% have one or more children.

82% are college educated.

Source: self-reported surveys.

Analytic data regarding <http://goodmenproject.com> is verified by Comscore, Quantcast and Alexa.

Advertising

Home Page

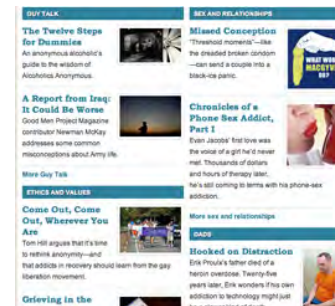
- 728 x 90 Leaderboard (top)
- 300 x 250 Box
- 300 x 600 Skyscraper
- 728 x 90 Leaderboard (bottom)
- Own the home page



Section *(ads will run on all articles in section)*

Current sections include Guy Talk, Sex and Relationships, Dads, Health, Ethics and Values, Diversions, Boys

- 728 x 90 Leaderboard (top)
- 300 x 250 Box
- 300 x 600 Skyscraper
- 728 x 90 Leaderboard (bottom)
- Own the section



Blogs

Current blogs include GoodFeed (news, trends, culture) and Dads Good (the best of the daddy blogger community).

- 728 x 90 Leaderboard (top)
- 300 x 250 Box
- 300 x 600 Skyscraper
- 728 x 90 Leaderboard (bottom)
- Own the blog



Coming soon, but available for sponsorship opportunities now:

Sports

Interactive Polls

Relationships

Community

Music

Good Sports

Moral Compass

Navigating a good course of action

Sex & Relationships

Ordinary guys talking about good

GoodTunes

Good Music for Good Men

Sponsorship Opportunities

A variety of unique sponsorships are available including:

Sponsor an editorial package

Previous packages have included “Top 10 Good Politicians” and “Addiction”. Your advertising will run permanently with that content.

Sponsor any one article, permanently.

Sponsor our interactive, community-based polling tool “The Moral Compass.”

Have us create custom-content based on the issues faced by your target audience. Written, video, audio or multi-media.

Create and sponsor your own custom blog.

Sponsor a custom mobile app around topics of interest.

Create and sponsor a short film in conjunction with The Good Men Project and The Documentary Channel.

Create and sponsor a weekly radio show.

Yes, they're talking about us.



NEW YORK OBSERVER

The Boston Globe

NEW YORK

**“The Good Men Project Magazine will make you
RETHINK THE IDEA OF A MEN’S MAGAZINE.”**

“The magazine reflects the evolution of masculinity.”

“stellar reporting”

“thoughtful writing”

“a cerebral, new media alternative”

“killer interview subjects”

“what enlightened masculinity might look like in the 21st century.”

The Good Men Project Magazine is revolutionizing the way the media speaks to men.

Launched in June 2010, the Good Men Project Magazine set out to challenge long-held notions of what a men's magazine could be. Since then, its audience and reach have grown beyond all expectations.

Garnering national accolades from day one, it has established itself as the destination for thoughtful, insightful, and surprising stories that speak to the modern man—in a way that no other magazine has before.

Contact Publisher Lisa Hickey to learn more lisa@goodmenproject.com 617 513 5806