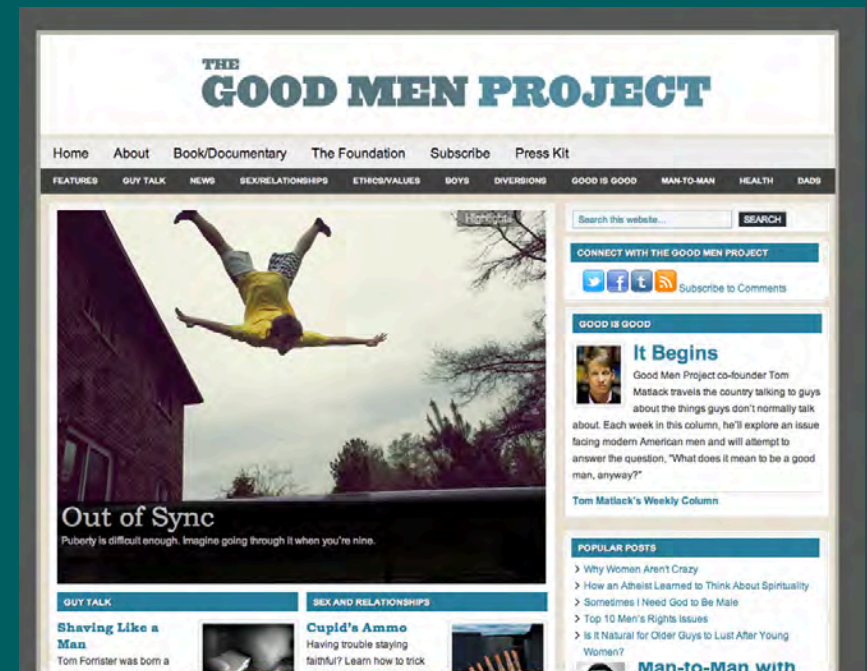


The Good Men Project Magazine

Media

Kit



***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 ever has.



Yes, they're talking about us.



NEW YORK  OBSERVER

The Boston Globe

NEW YORK

THE HUFFINGTON POST
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY



**“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.”

Site Traffic and Community

Monthly Pageviews: 1.25 million

Unique Monthly Visitors: 400K

Twitter Followers: 37K

Facebook Fans: 10K

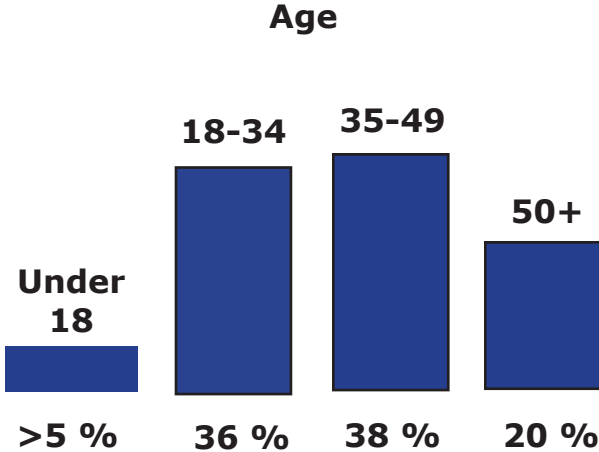
Tumblr, StumbleUpon, Reddit, Google+

YouTube Views: 100k

*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, The Frisky, The Daily Dish, YourTango, Slate*



Audience Demographics



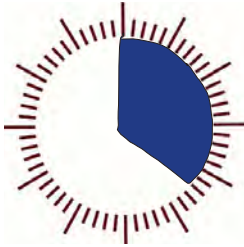
Sources: Quantcast

70% report household income of over \$50,000.

68% are married or living with a significant other.

59% have one or more children.

72% are college educated.



average time on site
22 minutes

Source: self-reported surveys.

Advertising

Home Page

728 x 90 Leaderboard (top)

300 x 250 Box

728 x 90 Leaderboard (bottom)

Own the home page



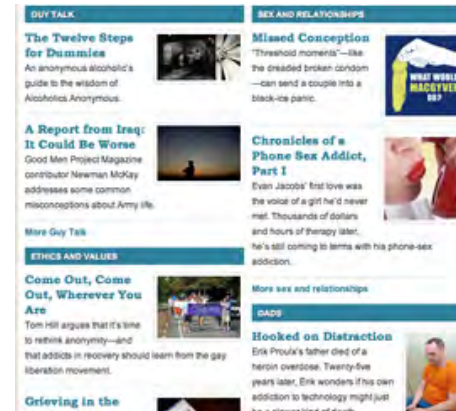
Section *(ads will run on all articles in section)*

Current sections include Good is Good, Sex and Relationships, Dads, Health, Ethics and Values, Arts & Entertainments, Families

728 x 90 Leaderboard (top/bottom)

300 x 250 Box

Own the section -- or create a custom section



Blogs

Our blog, GoodFeed is topical news, trends, and culture

728 x 90 Leaderboard (top)

300 x 250 Box

728 x 90 Leaderboard (bottom)

Own the blog



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.

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

Create and sponsor a weekly radio show.

**For business information, please contact Publisher and CEO, Lisa Hickey.
lisa@goodmenproject.com 617. 513. 5806**

**For advertising and sponsorship opportunities, please contact Sales / Marketing Manager, Nicole Johnson.
nicole@goodmenproject.com 617. 959. 1705**