



# For Authors & Filmmakers

**Promotional Opportunities  
At The Good Men Project**







# **The Good Men Project**

## **Promotional Packages for Authors & Filmmakers**

The Good Men Project gets 5 million pageviews per month, has a large and robust social media presence, and most importantly, wants to help authors, filmmakers and content creators succeed.

Choose from our menu of opportunities, or work together to create a custom package that best fits your needs and budget.



## **Package Deals!** **for Authors & Filmmakers** **(a la carte also available, see next page)**

### **Standard Package: \$400**

One blog post (you provide) one interview with author/director (we ask 5-7 questions, you answer by email), social media promotion (includes paid FB boost), mention in our email newsletter.

### **Deluxe Package: \$750**

Includes everything above PLUS a six-month resource link on our front page and syndication of up to 5 posts that have been published elsewhere to run on The Good Men Project. Can be reviews, announcements, excerpts, blog posts or other!



# A Menu of Opportunities

## Excerpts, Interviews, Promotional Posts and More



### A la Carte Pricing:

- 1) **\$50 - Book Excerpt or Film Trailer**-- We will publish your book's Introduction or Chapter One. It can include a link to your sales page. (See published examples [here](#) and [here](#).) For trailers, please include 350 words of copy. We must be able to embed your video.
- 2) **\$100 - Original Blog Post that You Write for Us** -- You submit a blog post about the book or film. The post can include sales links, promotional videos, and links to other books, films, etc.
- 3) **\$225 - Interview with an Author or Director** -- Send us an electronic version of your book/film/synopsis and a bullet list of your talking points. We will send you 5-7 unique questions about the book/film that are specially crafted to both resonate with our audience and help you get your key messages across. Send us the answers and any art to go along with it (book cover, film still, etc.) and we will design and publish a post that includes up to 3 links to the sales or promotional pages.
- 4) **\$75-\$100 - Syndication of previously published blog posts, reviews, or interviews.** Just send us the link to content that you have permission to re-publish and we will run it on The Good Men Project, linking back to the original article. A reprint with no changes is \$75. If you want to add copy, additional links or sales pages, the cost is \$100.
- 5) **\$50-\$75 - Social Media Promotion added-on to any of the above.** We will promote your content in social media \$50 (Facebook, Twitter, and Pinterest). For an additional \$25, we will also pay to boost your post on Facebook.
- 6) **\$300-\$500 - Front Page Resource Link** -- Improve your SEO with a front-page link on The Good Men Project, a high Domain authority site. \$300 is for 6-months, and \$500 for a full year.

\*We do not accept physical copies of your work, electronic only please.

Payment in full must be made before we start. We will send you an invoice via PayPal after you submit this form. You may attach an article or a campaign proposal to this submission form.



# Before You Start



Be sure to read these important documents:

- [General Sponsorship Considerations](#)
- [Editorial Guidelines](#)
- [Sponsored Post Agreement](#)
- [The Good Men Project's submissions system](#)

**You will have dedicated Account Executive to oversee the process.**

*"Lisa M. Blacker is a wonderful editor and coordinates very well with authors. She is always hands-on and provides assistance in every way she can. She has helped me and my clients gain exposure on the popular Good Men Project platform and for this, I appreciate the time I worked with her." ~~ [Larry Alton](#)*





# Want more exposure?



We have a lot of ways we help people get ongoing exposure to get themselves and their work noticed.

Ask us about:

- Syndicating your blog
- Becoming a regular columnist
- Creating ongoing promotions on a monthly basis

Email [info@goodmenproject.com](mailto:info@goodmenproject.com)





**About Us**

**THE  
GOOD  
MEN  
PROJECT**



*The conversation no one else is having.®*

**“We’re having a  
conversation about the  
changing roles of men  
in the 21<sup>st</sup> century.  
Care to join us?”**



# Who We Are



- **The Good Men Project** is changing the conversation about men with a deeply engaged, passionate, articulate, and vibrant community.
- We've built a vast library of 82,000+ pieces of engaging original content written by more than **7,500 contributors**—with new authors joining the conversation every day.
- We are truly facilitating **the conversation no one else is having**—no one else is looking at the way men and their roles in society are evolving.
- We are a **participatory media company**—as our community grows, it actively participates in creating, distributing, growing, and talking about the larger conversation in a multitude of ways. This structure makes us completely different from media companies that simply produce content for consumption.



# Traffic and Engagement



Unique visitors per month  
2.2 million

Pageviews per month  
4 million

## Engagement Metrics

Average time on site: 12 minutes

Pages per visit: 1.8

Returning Visitors: 42%

Total Pageviews Since Launch: 450 Million

45 posts have over 1 million pageviews, 2 posts over 10 million, 1,000+ posts over 100,000 pageviews

# Our Audience

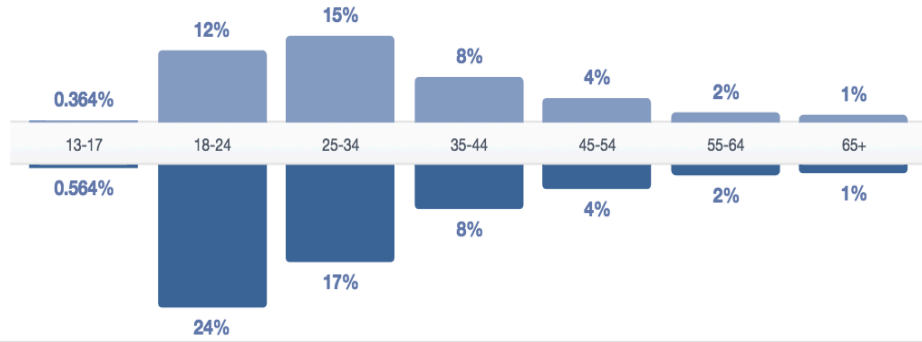


## Women

43%  
Your Fans

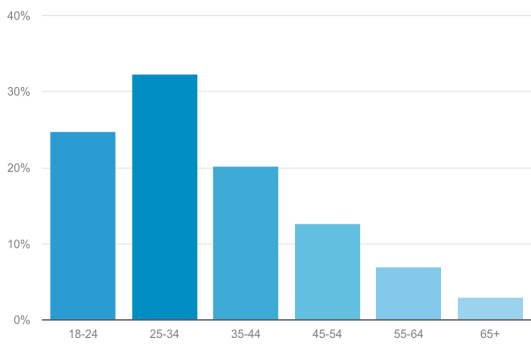
## Men

57%  
Your Fans



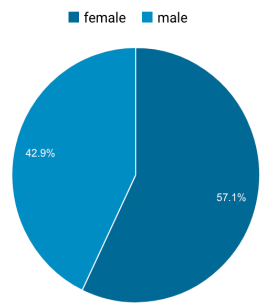
## Age

46.16% of total users



## Gender

47.37% of total users



Source: GoogleAnalytics, year average 2016

## Demographics



### GENDER

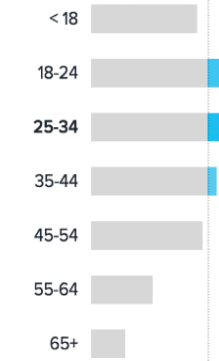


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79  
120



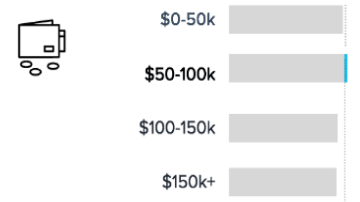
### AGE



91  
126  
137  
108  
96  
53  
29



### HOUSEHOLD INCOME

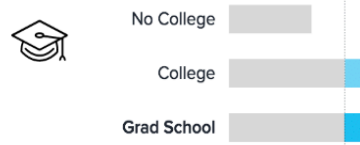


### INDEX

94  
109  
89  
93



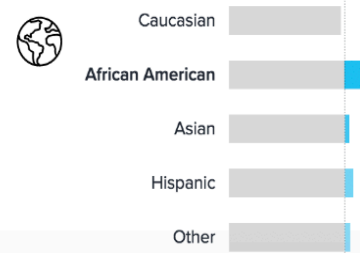
### EDUCATION LEVEL



72  
115  
147



### ETHNICITY



89  
120  
108  
115  
105



### CHILDREN IN HOUSEHOLD



66  
135

Source: Quantcast, 2/2016



# Editorial Vision



- The world is changing more rapidly than most people can keep up with it. We're here **to help**. Articles that give compelling insights into a rapidly changing world are the hallmark of our brand, along with commentary about the core issues of our day that give our audience a deep and unique understanding of the world. Our content is designed to create ongoing and thought-provoking conversations.
- The Good Men Project is **deeper, more thoughtful, and less stereotypical** than most traditional men's media.
- **Our stories are catalysts for the various ways our audience can participate with our media:** Weekly calls with the publisher, Social Interest Groups with **live** weekly calls, (recordings of calls are broadcast as ConvoCasts), online discussion groups, workshops, trainings and classes, live events, and more help our audience participate in and continue the conversation.
- Multi-media content from thousands of contributors, along with groups, events, actions and activities reinforce our stance as a **participatory media company**.

# Social Media / Engagement



## Facebook

1 million+ fans  
5 pages, 10 groups



## Twitter

185,000 followers  
[Twitter chats get 3 million  
impressions and deep engagement]



## YouTube

2,500 subscribers  
175+ videos



## SoundCloud

175 recordings

**The conversation  
no one else is having.®**

Love, Sex, Etc.  
Mondays at 8 pm EST

#StopRacism  
Tuesdays at 8 pm EST

#StopSexism  
Wednesdays at 8 pm EST

**THE  
GOOD  
MEN  
PROJECT**

The Environment  
Tuesdays at 8 pm EST

Call with the Publisher  
Tuesdays at 8 pm EST

Online classes in Writing,  
Platform Building and  
Social Change  
Recordings in Paywalled  
Library

Members-only calls and classes  
**JOIN TODAY!**

## Email

45,000  
Subscribers



## Calls with the Community

5 calls per week.  
Library of recordings.



## Commenting & Profiles on Site





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