

**THE
GOOD
MEN
PROJECT**

The Good Men Project
How We Work With Affiliates

Overview



The Good Men Project is the only large scale, open and Inclusive conversation about the changing roles of men in the 21st century. It is a website and multi-media platform that is has ongoing content and conversation about breaking stereotypes, reducing societal stigmas, building more diverse representations of masculinity and championing behaviors that are outside the traditional ‘man box.’ The Good Men Project has a readership of 3 million visits and 4.2 million pageviews per month, with additional programs to provide deep engagement (like weekly community conference calls).

Affiliate Programs



We have found that a successful affiliate program on our website needs multiple ways for an audience to engage. We also need to get at least 1 million views of the affiliate link in order to get a high enough baseline of whether the affiliate program will work with our audience to get results. For this reason, we charge a one-time, non-negotiable set up fee of \$1,000. This needs to be paid in advance. We will then set up the program to include all or some of the following components:

1) Content

All affiliate programs start with good content, either written by our team or supplied by the client. At least one post---but more is preferable. Our most successful affiliate partners supply us with 1 post a week.

2) Direct call to action links in some of our older proven, high-value SEO posts

We have a vast library of over 85,000 posts---many with millions of pageviews, 100's of thousands of Facebook shares, and high ranking SEO keywords. We will put a call to action at the bottom of a at least 10 of those posts. The posts chosen will be a fit with the clients product or service.

3) Social media promotion of posts with affiliate links

We look for content we can promote on Facebook for 4 cents per result or less. This allows us to put a dedicated budget towards ongoing promotion of posts with the links. We will do a 30-day promotion as a test, and then continue to promote and optimize if we get results.

4) Banner ads with affiliate links to run on select posts (optional)

Affiliate Programs



What we need the Affiliate to provide:

1) Tracking links and reporting

In order to ensure the success of the program, we need to know how all of the assets are performing. Ideally there would be a dashboard where we can check in at any time, but we are also OK with weekly reporting sent by email. The minimum information needed is number of link clicks, number of conversions and commission.

2) Content (optional but ideal)

We have found that publishing new content on a regular basis is one of the most successful ways to ensure long term success. If our testing proves the affiliate commissions are high enough, we can put some of that revenue back into content initiatives. Alternately, if our partners can provide content that we can publish on The Good Men Project, that will be helpful.

3) Banner ads with affiliate links to run on select posts (optional)

If banner ad assets are available, we will set them up to run on select posts.

The \$1,000 set up fee will cover a 30-day test---but your links will stay in any content written specifically for the program for a minimum of 18 months. This will provide you with long-term SEO value regardless of whether the affiliate conversions are a success.

Case Study: MeetMindful

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**MeetMindful Affiliate Program Results:
Leads, Paid Sign-Ups, Awareness, SEO
...and the occasional marriage.**



The Good Men Project first partnered with “a more conscious dating site” MeetMindful in 2017 to help get qualified leads who would have a high conversion rate to paid registrations. Over 14 months, MeetMindful supplied content that was an excellent fit for The Good Men Project brand...approximately one post per week with MeetMindful as the. byline. Those posts could then be promoted on Facebook for the low cost of 4 cents per view.

In addition, we had text links that directly called out to our audience:

Hey, Good Men Project readers! Looking for love? Check out our partner, [MeetMindful. The dating site for conscious men and women.](#)

Banner ads were also included in the mix. Both text links and banner ads were included in some of our most popular Sex, Love & Relationships posts. Over the course of the program, we generated 3 million+ impressions. 28,523 visits converted at 12% to give 3,432 paid registrations. And at least one marriage.

Case Study: AMC



AMC: Launch of the show “Humans”

When AMC was releasing a new show "Humans", they were looking for an online media site to partner with that could help get their “Tune In” information in front of a large, engaged audience---- as well as sparking conversations that would get word of mouth and buzz going.

The Good Men Project got 5 of its best authors to each write a post about the themes of the show as they related to themes that were hot on The Good Men Project. Titles like “Synthetic Love: Can A Human Fall In Love With a Robot”, “Could a Race of Highly Intelligent Robots Teach Us About Our Own Prejudices?” and “Could a Robot Make Your Relationship Better” got right to the core of both the way people are seeing rapid technological change with an overarching moral arc. In addition, there were banner ads, incentives for commenting and a social promotion that got AMC a total of 6 million impressions over the course of a one-week promotional push for their “Tune In Information”.

The show had a successful launch and was deemed a hit.

About Us

**THE
GOOD
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PROJECT**

The conversation no one else is having.®

**“We’re having a
conversation about the
changing roles of men
in the 21st 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 85,000+ 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

2.3 million

Pageviews per month

4.2 million

Engagement Metrics

Average time on site: 12 minutes

Pages per visit: 1.8

Returning Visitors: 42%

Total Pageviews Since Launch: 500 Million

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

Our Audience

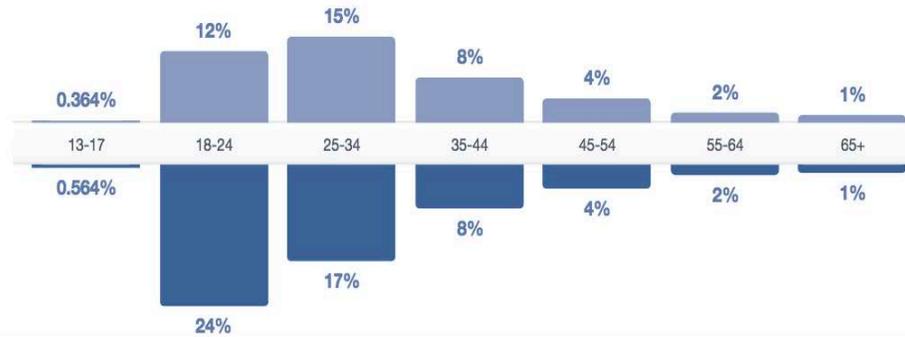


Women

43%
Your Fans

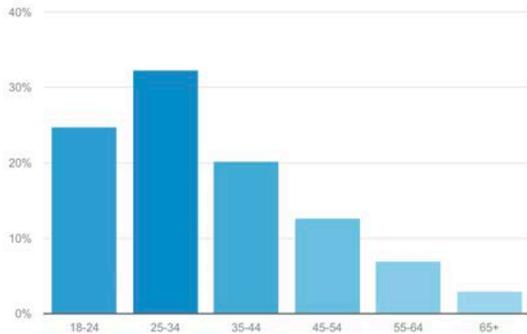
Men

57%
Your Fans



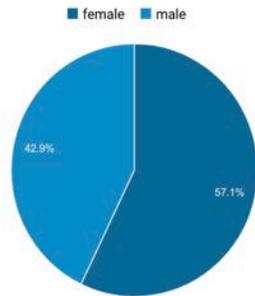
Age

46.16% of total users



Gender

47.37% of total users



Source: GoogleAnalytics, year average 2016

Demographics



Source: Quantcast, 2/2016

Editorial Vision

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- **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
1 main page,
5 subject
pages, 10 groups



Twitter

195,000 followers
[Twitter chats get 3 million
Impressions and deep engagement]



YouTube

2,000 subscribers
100+ videos



Email

45,000
Subscribers



Calls with the Community

7-10 calls per week.
Library of recordings.
Members only.



Commenting & Profiles on Site



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