“We’re having a conversation about the changing roles of men in the 21st century. Care to join us?”
About Us

• **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 original, evergreen content – over 100,000 posts, written by more than **8,500 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.
Editorial Vision

• First person stories about men, by men, and for men are the hallmark of our brand, along with commentary about the core issues of our day, and news stories with multiple points of view 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.
From The Atlantic Wire: “Nobody Wants to Buy Maxim: How the Lad Mags Met Their End”

“A deeper change was afoot: Men actually began to think more deeply about what it meant to be men. Part of that was due to a decreased social tolerance for sexual aggression, combined with a growing recognition for how popular culture fosters the same. Social tropes like the metrosexual (remember that?) were a tacit approval of homosexual style and a rejection of the beefcake machismo proffered by Maxim and its ilk. Meanwhile, sites like The Good Men Project, have offered a rejoinder to Maxim, with men now writing about male issues beyond whether Bar Rafaeli is hotter than Irina Shayk.”

From Mediaite: The Good Men Project Hopes to Give Men’s Mags a Good Name

“You think of ‘men’s magazines’ and you think of Maxim or Men’s Health. Maybe you think of ESPN: The Magazine or GQ or even Out. You probably aren’t thinking about articles that discuss how to be a good dad, or life inside Tennessee’s execution chamber. With the launch of The Good Men Project, Tom Matlack told Mediaite that he wants to “take the magazine model and completely change it for men and (the) Internet.”

From The New York Observer: A Few Good Men

“The founders of The Good Men Project “suggest that they are presenting something revolutionary. We’re not focused on selling sex; we’re not focused on celebrity; we’re not focused on, kind of, men as entertainment,” Mr. Matlack said. “We’re actually focused on men's issues and on men’s stories.”

From Advertising Age: “As Ad Rates Sink, More Websites Explore Ad-Free Business”

“The Good Men Project, a site that ponders the nature of manhood with posts like, ‘The Measure of a Man in the Digital Age,’ asked its readers what they’d want in return for a paid subscription. There was one answer that stood out: no ads. In the week after offering a premium membership program, hundreds of people signed up, according to Ms. Hickey. For their money, they’ll receive invitations to live conversations and monthly video chats, and an ad-free site experience. There is a caveat, actually: Certain advertisers looking to have a conversation with readers could still get access to the Good Men Project’s premium audience.”
Brands We’ve Partnered With

- Gillette
- Jackthreads
- Clorox
- Casio
- Dockers
- Red Bull
- Hulu
- American Express
- MINI
- Dove Men+
- Smartwater
- AMC
- Outlook
- MeetMindful
- Philips
- Toyota
How We Partner with Brands

• **Sponsored Posts**: Includes articles, interviews and video. Can be full-service with content researched and written by Good Men Project Editorial Staff or client-provided content edited and formatted by Good Men Project Editorial Staff.

• **Paid Social Media Promotion of Sponsored Content**: We can promote the sponsored content on our site in social media, and we have “social only” programs if you have content you want to reach a wider audience.

• **Co-Creation and Facilitation of Social Interest Group/ConvoCast**

• **Sponsored Columnists** for select writers who also want to build content and brand awareness.

• **Affiliate Programs**

• **Customized Proposals Designed for Specific Business Needs**: Can include banner ads, resource links, or custom social and promotional programs.
How We Partner with Brands

Special Promotions: #LoveEqually

#LoveEqually promotions include content, social media promotion, and live calls.


Perhaps masculinity should be defined by whether you love all people equally. #LoveEqually

Families are families. What is important is that there are role models for love.

There are enough problems in the world without love being one of them. #LoveEqually

Some rainbows stretch across the sky. Others become a foundation we build upon.

Non-toxic masculinity is all inclusive.
How We Partner with Brands

Special Promotions: #ModernDayDad

Boys don’t need to be macho. And neither do their dads.
#ModernDayDad

You can be an untraditional dad and still celebrate traditions.
#ModernDayDad

There’s a new generation of dads. But that doesn’t mean the older generation is irrelevant.
#ModernDayDad

#ModernDayDad promotions include content, social media promotion, and live calls.
How We Partner with Brands

Special Promotions: #GreenerTogether

Machulinity unplugged is a force of nature. #GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program.

The future is no longer plastics, because people like you know how to co-create a future. #GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program.

The real heroes are those working to awaken and save the world. #GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program.

#GreenerTogether promotions include content, social media promotion, and live calls.
Social Interest Group LIVE CALLS Include: #StopSexism, #StopRacism, Love, Sex Etc., and Environmental Activism.

Social Interest Groups FB only include: Disposability of Men / Sports & Traumatic Brain Injuries, Mental Wellness, Conscious Intersectionality, Parenting, Human Rights and Masculinity Detox

Ask us about co-creating a live series of calls around a topic that’s important to you.
Diversity & Inclusion

Good Men Project Consulting offers diversity & inclusion workshops for corporations.

In today’s business world, there is a growing need for organizations to build a diverse and inclusive culture and practices into their DNA. This is both an institutional and individual issue.

Our culture at work informs not only our daily lives as people, but the bottom-line of the businesses we lead. Organizations that lead in diversity and inclusion have substantially higher profitability, productivity, and customer satisfaction and lower employee turn-over.

Diversity and inclusion is not a “box-checking” exercise. It requires focus, intentionality, and engagement across a complex set of issues.

Nor can it be the province of a diversity committee or small sub-set of women or minority leaders. These issues run through every aspect of our corporate function and lives, from hiring and promotion to client delivery to our everyday behaviors in the hallways and conference rooms.
Diversity & Inclusion Training

Pricing:

$2500 for two-hour in-house diversity & inclusion workshop.

$4000 for a half day in-house diversity & inclusion workshop

All workshops include two workshop leaders, presentation materials, and a custom toolbox.
Traffic and Engagement

Unique visitors per month
2 million

Pageviews per month
3.5 million

Engagement Metrics

Average time on site: 11 minutes
Pages per visit: 1.5
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
Social Media / Engagement

**Facebook**
1 million+ fans
1 main page, 5 subject pages, 12 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

**Commenting & Profiles on Site**
Members only.

**Email**
45,000 Subscribers

**Calls with the Community**
7-10 calls per week.
Library of recordings

**Commenting & Profiles on Site**
Members only.
Community Building

- 45,000 email subscribers
- Send daily email with trending stories, special events, invitations to calls

- 1,000+ Premium members
- Social Interest Group phone calls 7 days a week
- Classes and workshops offer education and skills to help members advance writing and social media careers to succeed

- 7,500 Authors / Contributors and Weekly Columnists
- Twice-weekly email with writing prompts
- Facebook Writer’s group allows authors to share stories, tips and promotion

- Every Friday for 7 years running, we invite Premium Members and Author / Contributors to have a live conversation with the publisher
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