



GOOD ♦ OLD ♦ DAYS®

Looking Back®

The Nostalgia Market

"According to the Bureau of Labor Statistics, those people aged 45 to 54 and 55 to 64 had the highest median weekly earnings of any age segment in the United States: \$844 and \$860, respectively. Meanwhile, those 20 to 24 had weekly earnings of only \$454. Those who are 25 to 34 earned \$682.

Stephanie Pappas, a senior planner for BBDO NY, said there was now good reason for ad clients to seek the mature audience. 'In some ways, they are the ideal consumer. They have money, they consume loads of media, and they remain optimistic,' she said."

-NYTimes



MAGAZINE PROFILES



GOOD ♦ OLD ♦ DAYS®

Good Old Days, the magazine that remembers the best of times, features stories from the 1930s to the mid-1960s that are contributed mainly from readers. In a personal and nostalgic format, readers tell of their reactions to inventions, their laughs and sorrows and their surprises and joys as they remember the innocence and treasures of a time gone by with a particular emphasis on the years between the beginning of World War II and the "Baby Boom" era.

With a hefty section of "want ads," an offering of poems and sheet music and stories from the greatest generation, *Good Old Days* touches the hearts of readers as they travel down memory lane with each issue.

Total Audience*	550,000
Average Household Income	\$55,000
Women	66%
Average Age	68
Home Owners	80%
County Size B, C, D	79%
Circulation	175,000
Frequency	6 times annually

**Good Old Days* has 3.2 readers per issue, Personics Study

Advertising Director:
Michelle Thorpe
(877) 282-4724, ext. 213
Michelle_Thorpe@drgnetwork.com

Central U.S. Account Manager:
Joe Wholley
(312) 236-4900, ext. 1102
j.wholley@jamesgelliott.com

Eastern U.S. Account Manager:
Reina Miller
(212) 588-9200, ext. 1321
r.miller@jamesgelliott.com

Western U.S. Account Manager:
Chariya Milindawad
(312) 348-1201
c.milindawad@jamesgelliott.com



Looking Back®

Looking Back magazine caters to the nostalgia market with heart-warming stories that tell of relationships and community, highlight good deeds and visit thoughtful actions.

Designed to engage readers with full-color pages on high-gloss paper with easy-to-read type, readers find comfort in its first-person stories, handmade recipes, thoughtful photos and touching illustrations from a time of family, simplicity and home. It includes sections on home cooking, health, travel and call-outs on other topics.

Total Audience*	350,000
Average Household Income	\$54,000
Women	71%
Average Age	59
Home Owners	82%
County Size B, C, D	79%
Circulation	110,000
Frequency	6 times annually

**Looking Back* has 3.2 readers per issue, Personics Study



READER PROFILES

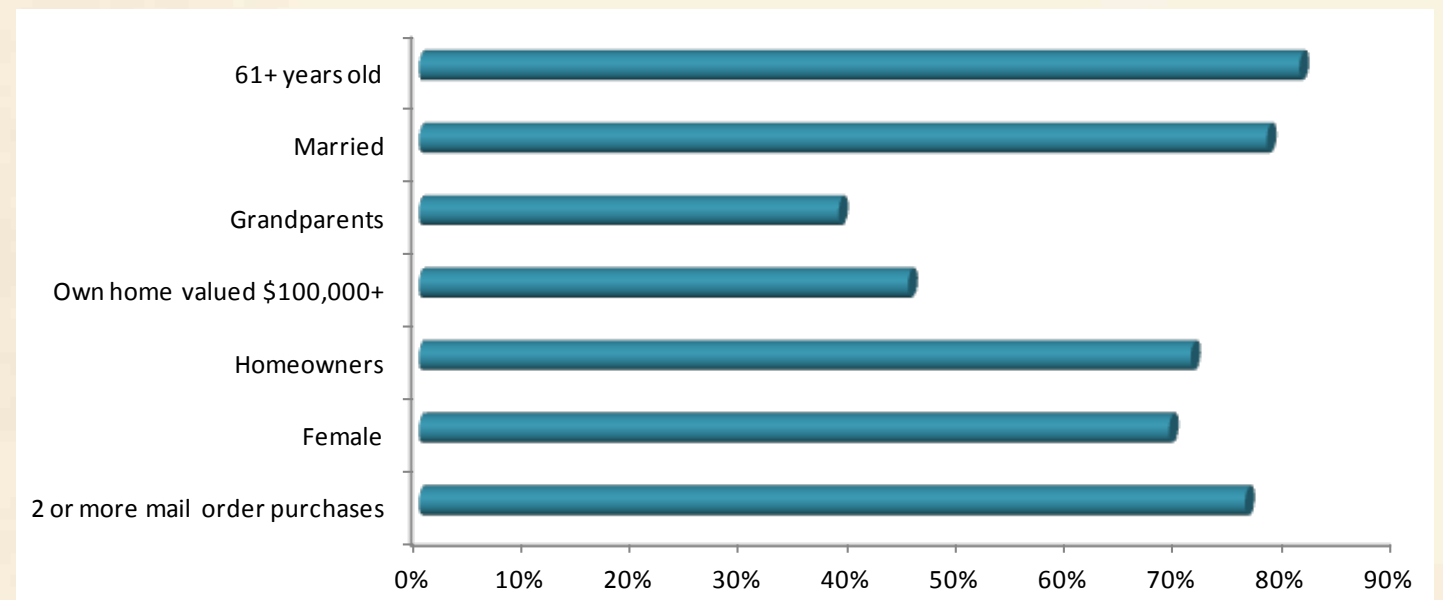
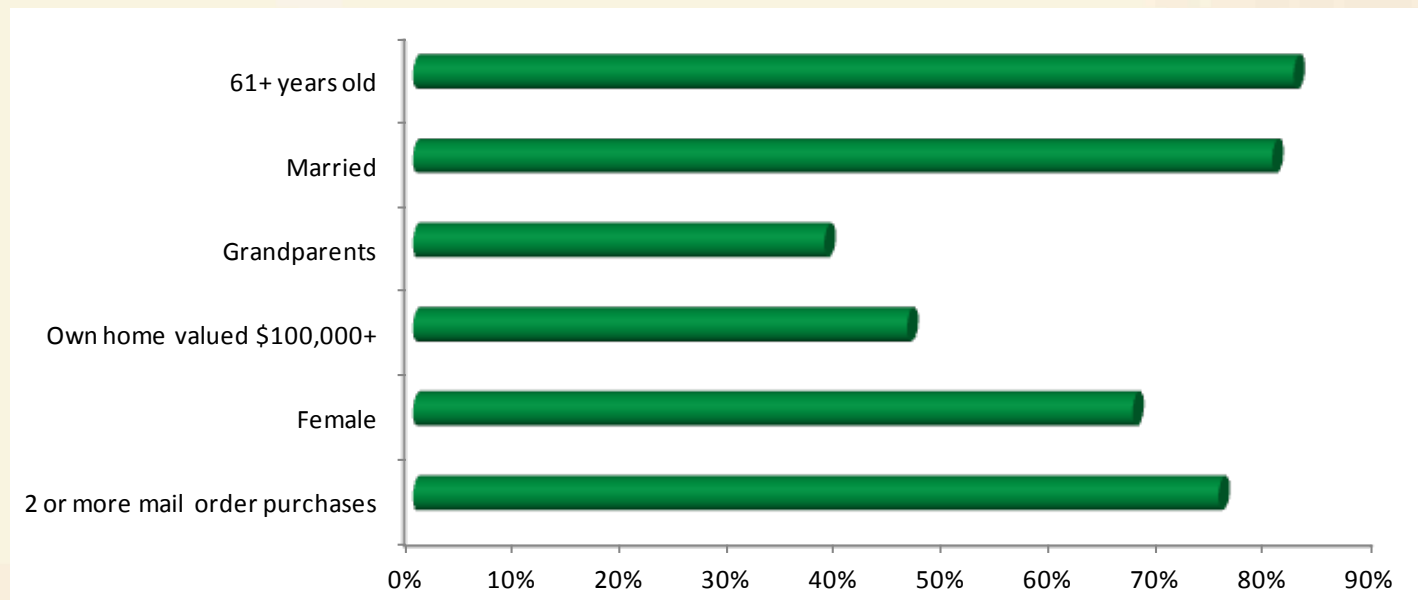


Today's nostalgia market has never been stronger. With two print magazines, two websites and two Newsletters in this category, DRG reaches readers who spend time with the product (60% spend three plus hours with each issue) and value the content (more than half read all the ads and nearly half visit advertisers' websites.)

With a desire to reminisce, the nostalgia market attracts loyal and active readers with assets, hobbies, interests and time on their hands. Many have just retired and are now sharing stories of yesterday with friends and family.

GOOD ♦ OLD ♦ DAYS®

Looking Back®



Average household income: \$55,000

Average household income: \$54,000

Buying Influence

Buying Influence

Cultural

- Charitable givers INDEX 387
- Veterans issues INDEX 395
- Cultural/politics INDEX 181
- Pet owners INDEX 267
- Travel INDEX 175

Financial

- CD money market INDEX 290
- Financial investments INDEX 212
- Credit cards INDEX 153
- Stocks/bonds INDEX 217

Health

- Diet & health INDEX 192
- RX arthritis, pain, diabetes INDEX 156
- OTC cold, flu, allergy INDEX 147

Source - Merkel/MRI

Cultural

- Charitable givers INDEX 408
- Veterans issues INDEX 426
- Cultural/politics INDEX 186
- Pet owners INDEX 267
- Travel INDEX 181

Financial

- CD money market INDEX 347
- Financial Investments INDEX 212
- Credit cards INDEX 180
- Stocks/bonds INDEX 228

Health

- Diet & health INDEX 192
- RX arthritis, pain, diabetes INDEX 160
- OTC cold, flu, allergy INDEX 150

Source - Merkel/MRI

GOOD ♦ OLD ♦ DAYS[®]

Good Old Days on Wheels: Features reminiscences centered on all types of transportation.

California Bound!

Train travel was full of fun and adventure for youngsters.

In the fall of 1955, when we spent our first year in California, I was excited to see the Golden State Freeway. I had never seen it before, and I was so excited to see it. I had heard that it was the longest freeway in the world, and I was so excited to see it. I had heard that it was the longest freeway in the world, and I was so excited to see it. I had heard that it was the longest freeway in the world, and I was so excited to see it.



Showing the author's family in California, 1955.



Good Old Days on Wheels

Page 24 • Good Old Days • September/October 2011

Looking Hollywood Way: Features biographical backgrounds on the starts of Hollywood's golden era.

Looking Hollywood Way
By Marc O'Connell
When watching Fred Astaire and Gene Kelly, we are reminded of the golden era of Hollywood. These two stars were not only dancers but also actors. They were part of the first generation of movie stars who were also dancers. They were part of the first generation of movie stars who were also dancers. They were part of the first generation of movie stars who were also dancers.

Old-Time Music: Features a popular song from the good old days. Includes lyrics and music.

Home Sweet Home Lullaby
Waltz-Song
Lyrics and Music by
Theodore Shertzer
Musical notation for the song "Home Sweet Home Lullaby".

Page 28 • Good Old Days • September/October 2011

Good Old Days in the Kitchen: Features reminiscences that are evoked based on a particular recipe.

Yesteryear's Peanut Butter Treats

These treats we savored back then still delight the palate today.

It was my father, Norman, who first introduced me to peanut butter. He was a big fan of it, and he always had it on hand. I remember him spreading it on his bread every morning. I was so young then, but I loved the taste. It was so good, and it was so easy to make. I remember him telling me that it was good for you, and I believed him. I still love peanut butter today, and I hope you do too.



Page 30 • Good Old Days • September/October 2011

Good Old Days Quiz: Features a short quiz centered around questions about events, entertainment and fun from the good old days.

Popular Last Words
Sister-in-law: I'm not a doctor, but I'll tell you what I think you've got. (Marilyn Monroe)
1. "I'm not a doctor, but I'll tell you what I think you've got."
2. "I'm not a doctor, but I'll tell you what I think you've got."
3. "I'm not a doctor, but I'll tell you what I think you've got."
4. "I'm not a doctor, but I'll tell you what I think you've got."
5. "I'm not a doctor, but I'll tell you what I think you've got."

Happy Trails: Features favorite nostalgic destinations in North America including the Great Smokey Mountains, Gatlinburg, Tenn.; Savannah, Ga.; Las Vegas, Nev.; and Santa Fe, N.M.

Happy Trails
Take a Stroll Down Memory Lane at Sauder Village in Ohio
An award-winning Ohio destination.
A photograph of a person walking on a path in a park-like setting.

It Happened In ...: Features events, entertainment, inventions and other fun information from a specific year in the good old days.

It Happened In ... 1949
Sports Winners: The Yankees won the World Series.
Notable Inventions and Events: The first TV commercial was aired.
Top Hits of 1949: "Rock-a-Lula" by Bill Haley & His Comets.

Profiles: Features highlights about a famous American character or personality from the 1940s-1960s.

Profiles
The Legend of Will Rogers
A beloved American icon tickled our funny bones.
A photograph of Will Rogers holding a sign that says "ROGERS ROGERS ROGERS STATE FAIR".

Home Remedies: Features some of the "granny cures" and old-time remedies from the past.

Home Remedies
Don't Worry, Be Happy
When anxiety strikes (and you can't let it go!), strike back with one of these natural remedies.
A photograph of a person sitting at a table with a bowl of fruit.

Home Cooking: Features nostalgic culinary memories and associated recipes, as well as a Recipe Swap where readers can ask about and share recipes from the good old days.

Home Cooking
Feel Your Oats
Great-Grandma's favorite breakfast food also fortifies dinner and dessert.
I would appreciate the recipe for this oatmeal. It's a very moist one. Thank you.
I would like a recipe for oatmeal. I love it. Thank you.
I would like a recipe for oatmeal. I love it. Thank you.

Home Remedies: Features some of the "granny cures" and old-time remedies from the past.

Home Remedies
Don't Worry, Be Happy
When anxiety strikes (and you can't let it go!), strike back with one of these natural remedies.
A photograph of a person sitting at a table with a bowl of fruit.

Rewind: Features products, fashions and entertainment from the 1940s-1960s.

Rewind
What Made Us Laugh: A collection of funny photos and captions.
Better get Kraft quality: A collection of Kraft products.
In 1955, the first...: A collection of historical facts and photos.





GOOD ♦ OLD ♦ DAYS[®]

Looking Back[®]

Issue	Ad Close Date	Materials Due Date	Shipped to Subscribers Date	In-Home Date
Jan/Feb 2012	10/27/11	11/03/11	12/13/11	01/03/12
Mar/Apr 2012	12/22/11	12/29/11	02/07/12	02/28/12
May/Jun 2012	02/23/12	03/01/12	04/10/12	05/01/12
Jul/Aug 2012	04/06/12	05/03/12	06/12/12	07/03/12
Sep/Oct 2012	06/28/12	07/05/12	08/14/12	09/04/12
Nov/Dec 2012	08/30/12	09/06/12	10/16/12	11/06/12
Jan/Feb 2013	10/25/12	11/01/12	12/11/12	01/01/13

Issue	Ad Close Date	Materials Due Date	Shipped to Subscribers Date	In-Home Date
Dec 2011/Jan 2012	09/22/11	09/29/11	11/08/11	11/29/11
Feb/Mar 2012	11/23/11	12/01/11	01/10/12	01/31/12
Apr/May 2012	01/26/12	02/02/12	03/13/12	04/03/12
Jun/Jul 2012	03/29/12	04/05/12	05/15/12	06/05/12
Aug/Sep 2012	05/24/12	05/31/12	07/10/12	07/31/12
Oct/Nov 2012	07/26/12	08/02/12	09/11/12	10/02/12
Dec 2012/Jan 2013	09/20/12	09/27/12	11/06/12	11/27/12



2012 EDITORIAL CALENDARS



GOOD ♦ OLD ♦ DAYS®

January/February 2012 Issue

On sale: January 2012

Holidays Covered: New Year's Eve and Day, Valentine's Day, Black History Month, Presidents Day.

Story Ideas: New Year's resolution follies and blunders. Winter activities: snow ball fights, skating, sledding, staying busy on long winter days. How I met my spouse. School-time crushes. Love and marriage. Old-fashioned shivarees.

Submissions Deadline: 6/30/2011

March/April 2012 Issue

On sale: March 2012

Holidays Covered: St. Patrick's Day, Earth Day, Easter, April Fools' Day.

Story Ideas: Early spring themes. April Fools' Day jokes that went bad or went good. World War II rationing. Making or flying kites. Spring planting. Getting the garden ready. April showers. Church on Easter Sunday. Easter egg hunts.

Submissions Deadline: 8/31/2011

May/June 2012 Issue

On sale: May 2012

Holidays Covered: Mother's Day, May Day, Memorial/Decoration Day, Father's Day.

Story Ideas: Memories of Mama and Papa. Mother's favorite recipes. When Mama learned to drive. The start of summer vacation. Gardening on hot summer days.

Submissions Deadline: 10/31/2011

July/August 2012 Issue

On sale: July 2012

Holidays Covered: Independence Day.

Story Ideas: Summer activities. Hot weather. Family vacations. Threshing time. Staying cool. "Take me out to the ball game." The summer kitchen. Canning the garden's produce.

Submissions Deadline: 12/31/2011

September/October 2012 Issue

On sale: September 2012

Holidays Covered: Labor Day, Grandparents' Day, Halloween.

Story Ideas: The first day of school. "What I did on my summer vacation" stories. Memories of Grandma and Grandpa. Favorite Halloween memories. Fall foliage; raking leaves. Harvest time.

Submissions Deadline: 2/29/2012

November/December 2012 Issue

On sale: November 2012

Holidays Covered: Veterans Day, Thanksgiving, Pearl Harbor Day, Hanukkah, Christmas.

Story Ideas: World War II memories. Thanksgiving; "Why I was thankful back then." Preparing the Thanksgiving Day meal. Christmastime in the Good Old Days.

Submissions Deadline: 4/20/2012

*Editorial calendar subject to change.

Looking Back®

February/March 2012 Issue

Editorial Emphasis: Early spring themes • On sale: February 2012

Story Ideas/Holidays: Valentine's Day, love and marriage, how I met my spouse, how he proposed, St. Patrick's Day, spring, spring planting, gardening, Easter, Easter egg hunts, April Fools' Day jokes, rainy day activities.

Submissions Deadline: 8/19/2011

April/May 2012 Issue

Editorial Emphasis: Mothers' stories, patriotic themes • On sale: April 2012

Story Ideas/Holidays: Remembering May Day celebrations, Mother's Day, what made your mom special, Mom's favorite recipes, Memorial Day tributes, World War II stories, end of school year.

Submissions Deadline: 10/21/2011

June/July 2012 Issue

Editorial Emphasis: Fathers' stories, patriotic themes, summer • On sale: June 2012

Story Ideas/Holidays: Father's Day, what made your dad special, activities with parents, summer vacations, summer activities, family picnics, Independence Day, Flag Day, gardening and canning vegetables, summer chores.

Submissions Deadline: 12/21/2011

August/September 2012 Issue

Editorial Emphasis: Firsts/back to School • On sale: August 2012

Story Ideas/Holidays: First day of school experiences, school fun, Labor Day celebrations, childhood friends, your first car, your first house, favorite teacher, hobbies.

Submissions Deadline: 2/17/12

October/November 2012 Issue

Editorial Emphasis: Halloween, late autumn and Thanksgiving themes • On sale: October 2012

Story Ideas/Holidays: Scary Halloween moments, ghost stories my Grandma/Grandpa told, harvest stories, carving pumpkins, Halloween pranks, Thanksgiving dinner and traditions, visiting grandparents, Veterans Day memories.

Submissions Deadline: 4/20/2012

December 2012/January 2013 Issue

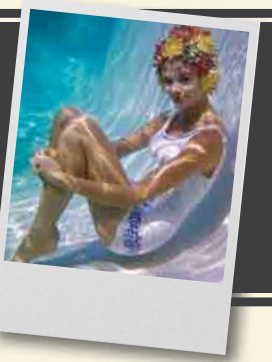
Editorial Emphasis: Holiday celebrations and traditions, winter activities, snow themes • On sale: December 2012

Story Ideas/Holidays: Ice-skating on the pond or at the rink; sled-riding, building the best snowman, activities to keep busy on winter days, how Holidays were celebrated, school vacation, winter storm survival, winter chores.

Submissions Deadline: 6/22/2012

*Editorial calendar subject to change.

ONLINE



Step back in time with these charming stories about the Good Old Days!

FREE ISSUE! Call for details

GOOD OLD DAYS

THE MAGAZINE THAT REMEMBERS THE BEST

GOOD OLD DAYS IN THE KITCHEN - Ice Cream Memories By Nancy Nola

Smooth, cool, creamy... what's not to love?

Subscription Center

Subscribe Now

Renew Now

Give A Gift

Receive A Gift

Log-in Information

Subscriber Login

Good Old Days Basics

From Our Readers

Editor's Letter

Current Issue

Featured Story

Web Bonuses

Newsletter

Customer Care

Manage My Account

Offers from Unauthorized Agencies

Give A Gift

More Information

Special Offers

CUSTOMER CARE | CURRENT ISSUE | NEWSLETTER | FROM OUR READERS | SHOP GOOD OLD DAYS STORE

GOOD OLD DAYS STORE

Current Issue

Editor's Letter

Featured Story

Our August Issue

THE FOURTH IN THE 1940s

This exhausting, exhilarating day was full of the fun with patriotic fervor and good old fun.

OUR LAST FAMILY TRIP

Nine people plus 10 days plus one car equals the rest of a lifetime.

HOTTER THAN TRUPE

It seemed Mama reserved the steamiest of sweeter days for canning tomatoes!

Good Old Days Newsletter

Web Bonuses

A Race 140 Years in the Making

One Aug. ...

It was just after sunrise on a brisk Maine morning in mid-June. My dear wife Janice dropped me off at Camden Harbor, and I boarded a yawlbout (Dabe by name) and

You'll love this captivating visual tour of American life in the 1940s!

Special \$1.99 Introductory Price! (plus postage & handling)

Already a print or digital subscriber? Log in with your e-mail address

Not a digital subscriber? Click here to find out more!

Looking Back

Sharing treasured memories

FEATURED IN OUR NOVEMBER ISSUE

Around Town

Bowing Each Other Over

Subscription Center

Subscribe Now

Renew Now

Give A Gift

Receive A Gift

Log-in Information

Subscriber Login

Renewal Login

Looking Back Basics

From Our Readers

Editor's Letter

Current Issue

Featured Story

Web Bonuses

Customer Care

Manage My Account

Offers from Unauthorized Agencies

Give A Gift

More Information

Special Offers

CUSTOMER CARE | CURRENT ISSUE | WEB BONUSES | FROM OUR READERS | SHOP GOOD OLD DAYS STORE

GOOD OLD DAYS STORE

Current Issue

Featured Story

Our November Issue

TRICKS, TREATS & TALES!

Fun Fall Stories From the Past

WHAT I AM THANKFUL FOR

Gratitude for the Simple Things

GETTING BY ON THE GI BILL

Little Money Required a Lot of Ingenuity

10 Monk's Cloth afghans are full of Christmas cheer!

Tricks, Treats & Tales!

Editor's Letter

Web Bonuses

There's something about fall that puts a spring in my step! The

I'm Not A ...

www.GoodOldDaysMagazine.com; www.LookingBackMagazine.com

Good Old Days and Looking Back come to life online with an instant look at the current issue, a preview of the next issue and keyed access to past issues with searchable features. Also find extra editorial content, want ads, downloads, special offers, Web bonuses, store locators and more. All of the articles and pages on GoodOldDaysMagazine.com and LookingBackMagazine.com can be viewed with large type and images to prevent eyestrain and to encourage time spent on the site. GoodOldDaysMagazine.com and LookingBackMagazine.com serve 26,000 monthly page views.

Each Live It Again book includes exclusive images, ads, comics and more!

Click for details.

GOOD OLD DAYS

from the editors at Good Old Days magazine

Newsletter

June 29, 2011

Volume 10, Number 8

SUBSCRIBE - IT'S FREE! | LET US HEAR FROM YOU

Trivia Question

This issue's trivia question comes from reader Joan C., who asks: "Can you help me since you know all the old songs? I can't remember all the words to Playmate. Please help!"

See the answer [here](#).

In the Good Old Days

Martin & Lewis

Many of us remember Dean Martin and Jerry Lewis in the 16 movies they made together. *My Friend Irma* was the first in 1949. My favorite is *The Stooge* (1953), but for Martin/Lewis fans, the theme hit a little too close to home. [Read more »](#)

Facebook Want Ads

Crochet Corner

Connect with your crochet-loving friends here. Post stories about your

Table of Contents

Trivia Question

In the Good Old Days

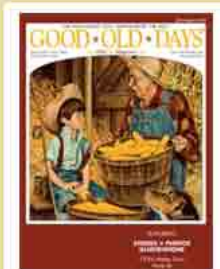
• [Martin & Lewis](#)

Facebook Want Ads

• [Crochet Corner](#)

• [Home Remedies](#)

[Til Next Time](#)



Get a FREE issue just

Good Old Days Newsletter

Over 65,000 nostalgia lovers have signed up for Good Old Days' FREE newsletter, which arrives every three weeks featuring stories, additional want ads, trivia questions and more from the good old days. This list is regularly updated.

Email Blasts

DRG has an email database of nostalgia lovers that can be accessed for your company's promotional email blasts. There are approximately a total of 200,000 email subscriber names, with the lists being updated frequently.

SPECS

Print



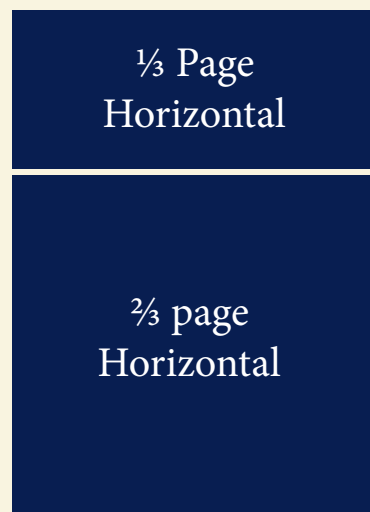
Full Page

Full Page

Trim 8" x 10³/₄"
Bleed 8¹/₂" x 11¹/₄"

Two-Thirds Page

Vertical 4⁵/₈" x 9¹/₂"
Horizontal 7" x 6¹/₄"



¹/₃ Page
Horizontal

²/₃ page
Horizontal

One-Third Page

Vertical 2¹/₄" x 9¹/₂"
Horizontal 7" x 3³/₈"
Square 4⁵/₈" x 4⁵/₈"

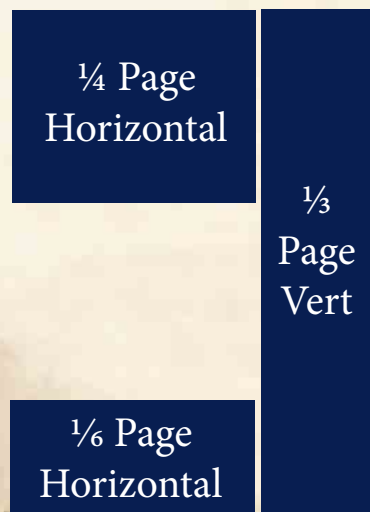
One-Half Page

Vertical 3¹/₂" x 9¹/₂"
Horizontal 7" x 4⁵/₈"



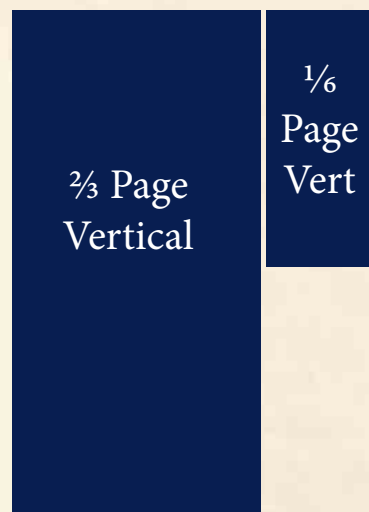
¹/₂
Page
Vert

¹/₄
Page
Vert



¹/₄ Page
Horizontal

¹/₆ Page
Horizontal



²/₃ Page
Vertical

¹/₆
Page
Vert

One-Fourth Page

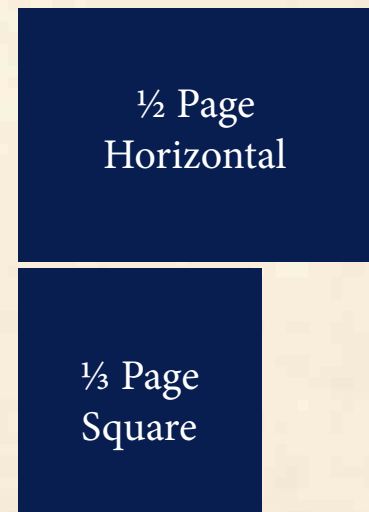
Vertical 3¹/₂" x 4⁵/₈"
Horizontal 4⁵/₈" x 3¹/₂"

One-Sixth Page

Vertical 2¹/₄" x 4⁵/₈"
Horizontal 4⁵/₈" x 2¹/₄"

One-Twelfth Page

Square 2¹/₄" x 2¹/₄"



¹/₂ Page
Horizontal

¹/₃ Page
Square

Online

Unit

Leaderboards
Wide Skyscraper
Medium Rectangle
Full Page PDF Download

Size (Pixels)

728 x 90
160 x 600
300 x 250
8" x 10.5" (144–350 dpi)

Submitting Materials

Materials can be submitted by email if files are under 5MB, or uploaded to an FTP site. For information on our FTP site, contact Malinda Webster (contact information below). Proofs and CDs can be mailed to:

DRG
Malinda Webster
Ad Sales
306 E. Parr Road
Berne, IN 46711

Electronic Media

DRG operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

Fonts

All fonts used are to be supplied or converted to outlines.

Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (DRG does not accept responsibility for the quality of low-resolution files.)

Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

Contact us with questions:

Malinda Webster
Ad Traffic Coordinator
(877) 282-4724, ext. 309
malinda_webster@drgnetwork.com



GOOD ♦ OLD ♦ DAYS® Looking Back®

Eastern U.S. Account Manager:

Reina Miller

(212) 588-9200, ext. 1321

r.miller@jamesgelliott.com

Central U.S. Account Manager:

Joe Wholley

(312) 236-4900, ext. 1102

j.wholley@jamesgelliott.com

Western U.S. Account Manager

Chariya Milindawad

(312) 348-1201

c.milindawad@jamesgelliott.com

Advertising Director

Michelle Thorpe

(877) 282-4724, ext. 213

Michelle_Thorpe@drgnetwork.com

Ad Traffic Coordinator

Malinda Webster

(877) 282-4724, ext. 309

Malinda_Webster@drgnetwork.com

Looking Back Editor

Marybeth Weisenburger

(260) 589-4000

Marybeth_Weisenburger@drgnetwork.com

Good Old Days Editor

Ken Tate

(260) 589-4000

Ken_Tate@drgnetwork.com



FAMILY OWNED SINCE 1925