“GOOD is tapping into making the world a better place and being meaningfully successful in the marketplace—and why not do both at the same time?”

—Al Gore
Nine years producing award-winning content and engaging community around things that matter

GOOD Media is a multi-platform, global media brand that elevates creative solutions to global issues.

The first issue of GOOD Magazine hit stands September 2006, and GOOD has since grown a global community of aspiring (and actual) change makers around the conversation of living well and doing good. With rapid online growth, millions of social followers, and robust in-house creative services, GOOD is the go to partner for brands and organizations who want to be a force for good.

10MM+ UNIQUE VISITS MONTHLY ON GOOD.IS
2.5MM+ SOCIAL FOLLOWING
GOOD is recognized for its unique design, powerful storytelling, and ability to push the world forward.

Recognition
GOOD’s productions have been nominated for 3 Academy Awards.
Diverse brands come to GOOD for authentic programs that align with their values.

<table>
<thead>
<tr>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOOD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>girl scouts</th>
<th>Ford</th>
<th>Starbucks</th>
<th>Google</th>
<th>UPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walgreens</td>
<td>Whole Foods</td>
<td>Ralph Lauren</td>
<td>GE</td>
<td>PayPal</td>
</tr>
<tr>
<td>Disney</td>
<td>GAP</td>
<td>eBay</td>
<td>IBM</td>
<td>PUMA</td>
</tr>
<tr>
<td>TOYOTA</td>
<td>at&amp;t</td>
<td>United Way</td>
<td>skype</td>
<td>Bill &amp; Melinda Gates Foundation</td>
</tr>
<tr>
<td>MasterCard</td>
<td>CVS/Pharmacy</td>
<td>DICK'S Sporting Goods</td>
<td>Microsoft</td>
<td></td>
</tr>
</tbody>
</table>
THE GOOD AUDIENCE
Active Millennials

GOOD engages a broad, millennial audience that wants to make a difference. They’re people building careers of meaning and starting businesses with a focus on social good.

63% FEMALE AND 37% MALE
TWO-THIRDS IN A RELATIONSHIP

91% VISITORS ON MOBILE
11MM+ MINUTES SPENT MONTHLY WITH CONTENT

Our Readers

EDUCATED
90% have a 4-year degree

MILLENNIAL
75% under 35

MOVING UP
$75,000 - $100,000
median household income
Influential Creatives

GOOD’s audience is full of creators, makers, and people trying to push the world forward. They’re early adopters who are well-networked and leverage their influence online.

54% PREMIUM AND HIGH-END SHOPPERS
23% SELF-EMPLOYED

Our Readers

EARLY ADOPTERS
3x more likely to say: “I’m always one of the first of my friends to try new products or services.”
Cultured Community

GOOD’s audience is involved in their community and believes companies should be too.

40% HAVE ATTENDED A MUSEUM IN THE LAST 30 DAYS
84% INTERESTED IN CURRENT EVENTS
97% BELIEVE A CORPORATION’S COMMITMENT TO SOCIAL RESPONSIBILITY MATTERS

Our Readers

WELL-READ
9x more likely to read an article published in a magazine or newspaper in the past 30 days

CULTURED
9x more likely to be interested in arts, design, entertainment, sports or media
Geographies

Connecting with global citizens all across the globe

Top countries
1. United States (70%)
2. Canada
3. United Kingdom
4. Australia
5. Ireland
6. Germany
7. India
8. Netherlands
9. Singapore
10. New Zealand
As We Are
Zackary Drucker and Hari Nef on getting beyond the gender binary by Caroline Pham
GOOD IS GROWING
+844% YOY
5X UVM OF ANY COMPETITOR

Source: comScore
Across platforms, we guide our readers to the...

**People**
Profiles of the established and emerging leaders in the push for progress

**Ideas**
Examinations of the ideas put forward by emerging and established leaders

**Products**
Innovative designs that provide progressive solutions to meaningful challenges

**Businesses**
The companies that show how shared values are driving business forward

**Places**
Guides to the places that benefit from and support the community of change makers

...that are pushing the world forward.
GOOD is contagious

Facebook

22,000 UNIQUE VISITS TO GOOD.IS PER FACEBOOK POST

130,000 FACEBOOK ACTIONS PER MONTH

Twitter

4.25 MILLION MONTHLY IMPRESSIONS

10,400 MONTHLY MENTIONS

YouTube

40 MILLION YOUTUBE VIEWS

100 MILLION FACEBOOK VIDEO VIEWS
Categories

**Six core categories**

**The Planet**
Environment, sustainability, resilience, energy, natural science

**Design**
Architecture and planning, technology, craftsmanship, public spaces, push for progress

**Communities**
Neighborhoods, cities, identity politics, transportation, education

**Poptimism**
Pop culture, memes, hashtag activism, celebrity, culture-jamming

**Social Innovation**
Entrepreneurship, socially responsible business, impact investing, alternative economies

**The GOOD Life**
Food, health, fashion, behavioral science, work, travel, spirituality
Category sponsorship

In 2015, GOOD launched six categories on GOOD.is: The Planet, Communities, Social Innovation, Design, Poptimism, The GOOD Life.

Category sponsorships give you 100% share of voice, letting you connect with readers that care about what you care about.

- 100% share of voice on category and subcategory pages
- 100% share of premium position on content pages First in-content ads on mobile
- Sponsor position in category block on home page
## Digital rates

### ROS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (WxH)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEDIUM RECTANGLE (300X250)</td>
<td></td>
<td>$80</td>
</tr>
<tr>
<td>HALF PAGE (300X600)</td>
<td></td>
<td>$120</td>
</tr>
<tr>
<td>BILLBOARD (970X250)</td>
<td></td>
<td>$100</td>
</tr>
<tr>
<td>MOBILE LEADER (300X50)</td>
<td></td>
<td>$80</td>
</tr>
</tbody>
</table>

### HOMEPAGE

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (WxH)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAKEOVER (CUSTOM)</td>
<td></td>
<td>INQUIRE</td>
</tr>
<tr>
<td>BILLBOARD (970X250)</td>
<td></td>
<td>$150</td>
</tr>
<tr>
<td>VIDEO REVEAL (CUSTOM)</td>
<td></td>
<td>INQUIRE</td>
</tr>
</tbody>
</table>

### TARGETED CATEGORY

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (WxH)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAKEOVER (CUSTOM)</td>
<td></td>
<td>INQUIRE</td>
</tr>
<tr>
<td>VIDEO REVEAL (CUSTOM)</td>
<td></td>
<td>INQUIRE</td>
</tr>
</tbody>
</table>

### NEWSLETTER

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (WxH)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD (728X90)</td>
<td></td>
<td>$140</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE (300X250)</td>
<td></td>
<td>$80</td>
</tr>
</tbody>
</table>
## Digital specs **premium**

<table>
<thead>
<tr>
<th>UNIT TYPE</th>
<th>PIXEL SIZE</th>
<th>DEVICE TYPE</th>
<th>3RD PARTY SERVED</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basement</td>
<td>970 x 450</td>
<td>Desktop</td>
<td>Yes</td>
<td>Static/Initial Load Max: 40k Secondary Max: 200k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
<tr>
<td>Dog ear</td>
<td>150 x 130</td>
<td>Desktop</td>
<td>No</td>
<td>Static/Initial Load Max: 40k Secondary Max: 60k</td>
<td>GIF, JPG, PNG</td>
</tr>
<tr>
<td></td>
<td>300 x 130</td>
<td>Desktop</td>
<td>No</td>
<td>Static/Initial Load Max: 40k Secondary Max: 60k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
<tr>
<td>Parallax</td>
<td>1500 x 120 Scroll Reveal</td>
<td>All</td>
<td>No</td>
<td>Static/Initial Load Max: 40k Secondary Max: 200k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
</tbody>
</table>
# Digital specs

<table>
<thead>
<tr>
<th>UNIT TYPE</th>
<th>PIXEL SIZE</th>
<th>DEVICE TYPE</th>
<th>3RD PARTY SERVED</th>
<th>FILE SIZE</th>
<th>FILE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>All</td>
<td>Yes</td>
<td>Static/Initial Load Max: 30k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Secondary Max: 60k</td>
<td></td>
</tr>
<tr>
<td>Smartphone Banner</td>
<td>300 x 50</td>
<td>Mobile only</td>
<td>Yes</td>
<td>Static/Initial Load Max: 15k</td>
<td>GIF, JPG, PNG</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Secondary Max: 35k</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>Desktop only</td>
<td>Yes</td>
<td>Static/Initial Load Max: 40k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Secondary Max: 100k</td>
<td></td>
</tr>
<tr>
<td>Leader Board</td>
<td>728 x 90</td>
<td>Desktop &amp; Tablet</td>
<td>Yes</td>
<td>Static/Initial Load Max: 40k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Secondary Max: 100k</td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 250</td>
<td>Desktop only</td>
<td>Yes</td>
<td>Static/Initial Load Max: 40k</td>
<td>GIF, JPG, PNG, Flash</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Secondary Max: 100k</td>
<td></td>
</tr>
</tbody>
</table>
"If something is \( \text{NEVER} \) \( \text{FLAT} \), it doesn't go out of style every six months."

—Helmut Lang

A QUARTERLY JOURNAL FOR THE GLOBAL CITIZEN

Summer 2015

Losing Our Way, Finding Ourselves

GOOD PRINT

Spring 2015

FAILURE & SUCCESS

"10,000 explanations for failure, but no \( \text{explanation for success.} \)"

—Paulo Coelho

GOOD PRINT

Summer 2015

GOOD PRINT

A QUARTERLY JOURNAL FOR THE GLOBAL CITIZEN

Fall 2015

GOOD PRINT

A QUARTERLY JOURNAL FOR THE GLOBAL CITIZEN

Winter 2015

GOOD PRINT

A QUARTERLY JOURNAL FOR THE GLOBAL CITIZEN

Spring 2016

GOOD PRINT

A QUARTERLY JOURNAL FOR THE GLOBAL CITIZEN

Summer 2016

GOOD PRINT
“GOOD is the magazine I wanted to make”

—Dave Eggers
A new look for GOOD

In 2015, GOOD relaunched its quarterly print journal with a striking design in a thicker, “bookazine” format with a rich mix of photos, essays, and profiles of the people, places, projects, and organizations that are inspiring change and pushing the world forward.

GOOD Magazine is distributed throughout the U.S. and internationally for subscribers.

50,000 CIRCULATION

U.S. RETAIL, INT’L BY SUBSCRIPTION
A new look for GOOD

The magazine
Editorial calendar

The GOOD 100
036 / Spring
CLOSE—JAN 2
MATERIALS DUE—JAN 9
ON SALE—MAR 3

The Money Issue
037 / Summer
CLOSE—APR 7
MATERIALS DUE—APR 14
ON SALE—JUN 1

The State of GOOD
038 / Fall
CLOSE—JUN 28
MATERIALS DUE—JUL 12
ON SALE—AUG 30

Life and Death
039 / Winter
CLOSE—SEP 26
MATERIALS DUE—OCT 10
ON SALE—NOV 28
Introducing
The GOOD 100

To galvanize and inspire a community committed to leading a truly meaningful life, we need new leaders able to deliver creative solutions to the world’s problems.

Through the GOOD 100, we identify, celebrate and empower those emerging leaders.
Introducing The GOOD City Index

While inspiring solutions for social progress can be found anywhere, they are most impactful when they take root in our cities.

The GOOD City Index provides a global, dynamic, data-based model for identifying the cities where true inspiration can be found.
Print rates

FULL PAGE
TRIM (8.375" X 10.875")
BLEED (8.5" X 11.125")

FULL PAGE RATES
1X 2X 3X 4X $13,500 $12,825 $12,150 $11,475

FULL SPREAD
TRIM (16.75" X 10.875")
BLEED (16.875" X 11.125")

FULL SPREAD RATES
1X: $24,375

COVER RATES
COVER 2: (INSIDE BACK COVER) $31,875
COVER 3: (INSIDE BACK COVER) $15,750
COVER 4: (BACK COVER): $18,000

TARGETED CATEGORY
LIVE AREAS: .25"WITHIN THE TRIM SIZE
BLEED: .125"BLEED AROUND THE TRIM SIZE
LINE SCREEN: 150 LINE SCREEN
TOTAL INK COVERAGE: MAX INK DENSITY OF 300%
COLOR: CMYK COLORSPACE
FORMAT: HIGH QUALITY PRINT READY PDF
(WE DO NOT ACCEPT QUARK FILES)

LIABILITY: Advertiser assumes all liability with respect to the integrity and compatibility of supplied digital files and proofs. Publishers will not be held responsible for ad reproduction if advertiser-supplied materials do not meet with GOOD’s Ad Specifications. If time permits (and with advertiser’s approval), GOOD can make corrections to supplied materials that do not meet our specifications. Charges will be billed to the advertiser/agency at prevailing commercial rates, with the minimal charge so incurred being $200 for any file.
BRANDED CONTENT PARTNERSHIPS
Meaningful Collaborations

GOOD teams up with brands to find ways to advance shared values. Whatever the topic, we love partnering to explore new possibilities and big ideas. Together, GOOD brings a fresh editorial perspective and wild creativity to build beautiful and meaningful content.

EDITORIAL SERIES
MULTIMEDIA SERIES
SPECIAL PROJECTS
Project Literacy

In 2015, we partnered up with Pearson on Project Literacy. We explored what the future would look like if we put literacy within everyone's reach.

From the psychological effect of words to new digital strategies and perspectives from thought leaders, we told a robust series of stories to advance the ideas that will put an end to illiteracy.
GOOD Cities Project

GOOD and Ford teamed up to celebrate how we make our cities and how our cities make us.

We invited our favorite thought leaders and writers to pen love letters to their cities and we worked with renowned and emerging artists to express their love for their cities on billboards across the country. As the campaign unfolded, we explored the attributes we believe fundamental to living meaningful and successful urban lives through a series of short films, infographics, and photography.

DEDICATED PROJECT PAGE ON GOOD.IS
GOOD CITY INDEX IN PRINT AND ONLINE
10 LOVE LETTERS
10 BILLBOARDS
10 SLIDESHOWS
8 INFOGRAPHICS
5 VIDEOS
1 LAUNCH EVENT
The GOOD Wellness Project

The GOOD Wellness Project was an eight-month collaboration with Walgreens and Vitamin Angels, in support of the #100MillionReasons initiative to bring vital micronutrients to 100 million malnourished children across the globe by 2017.

In order to gain clarity and raise awareness about health and well-being, we explored vitamins, alternative medicine, the effects of the environment on our body systems, and more, to provide a deeper understanding of what it looks like to live a healthy, well-balanced life.

DEDICATED PROJECT PAGE ON GOOD.IS

12 EDITORIALS
4 SLIDESHOWS
1 INTERACTIVE INFOGRAPHIC
1 VIDEO
1 PRINT AD
1 PRINT INSERT
Throughout 2015, GOOD partnered with Progressive to harness the power of information.

By putting data under the microscope, we discovered how statistics and research can empower us to challenge our understanding of ourselves and the ways we navigate our world.

DEDICATED PROJECT PAGE ON GOOD.IS
40 EDITORIALS
6 VIDEOS
6 INFOGRAPHICS
GOODcorps—GOOD’s social impact agency—helps companies and organizations realize strategic value through purpose.

GOODcorps blends client insight with cultural relevance and industry best practices to create iconic programs and initiatives. From building an original social impact strategy to full execution of an international call-to-action, GOODcorps has a robust team of strategists and creatives to help realize impact.

SOCIAL IMPACT STRATEGY
PROGRAM DESIGN
CREATIVE
IMPLEMENTATION
EVALUATION
Let’s work together

Contact us
good.is
advertise@goodinc.com