

Updated July 2016



THE
KID
2016
ALIVE
MAG

LIVE.LEARN.LAUGH.REPEAT.

goodLIFEfamily

The Go-To Source for Parents of Kids Tweens to Twenties

GOODLIFEFAMILYMAG.COM

about us

There are two things parents hope to give their children: roots and wings. But it's often hard to know if the decisions we're making are the right ones, especially when the world is changing so quickly. *Good Life Family* is a resource for parents with kids tweens to twenties.

Good Life Family helps navigate the challenges of raising good kids — kids who will find their own paths to happiness. It also offers support and resources for the “sandwich generation,” those who are sandwiched between raising their kids and caring for aging parents. Extensive and insightful content addresses the daily joys and struggles of finding a balance between kids and parents while keeping ourselves sane in the process. Our feature topics include relationships, health, financial security, philanthropy, travel and fashion.

Good Life Family also celebrates parents who are making a difference in their families, their communities, and to those in need. You'll meet inspiring women and men who have stared down life's challenges, survived and are now willing to share their journey with you.

Good Life Family is committed to making a difference in the lives of our families, friends and communities as the go-to source for parents of kids tweens to twenties.

*We're living, we're learning, and most important, we're laughing.
We hope you will too.*



reader profile

The *Good Life Family* reader is a busy mom or dad raising kids ages 12 to 21. They work hard and are active in the community, but these parents' top priority and greatest sense of accomplishment comes from parenting.

They multi-task every day — from running carpool to coaching teams, from teaching their teens to drive to getting dinner on the table, and from starting a college education fund to visiting campuses. In many cases, our core readers are also caring for their own parents and coping with the challenges of managing their busy home lives while finding the time and resources to help their aging parents mentally, physically and financially.

Good Life Family parents are active and want to stay fit. They de-stress by being social, traveling and relaxing at home. They enjoy a lifestyle that is commensurate with their hard work, including creating a home life that will build memories and leave a lasting legacy for their families.

Average age is 35-62 with children 12-21

78% Moms • 22% Dads

Baby Boomers • Gen X • Sandwich Gen



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reader profile

GENERATION X

FIRST GENERATION FOR FOCUS ON "WORK-LIFE BALANCE"

BROUGHT TECHNOLOGICAL ADVANCES INCLUDING GOOGLE™, YOUTUBE™ AND AMAZON™

23% HAVE MASTERS DEGREES OR HIGHER

78% OWN A HOME

SPEND AN AVERAGE OF \$8311. ANNUALLY ON FOOD AND ALCOHOL

SPEND AN AVERAGE OF \$2499. ANNUALLY ON HEALTH CARE

SPEND AN AVERAGE OF \$7175. ON PERSONAL INSURANCE AND PENSIONS

EARN AN AVERAGE HH INCOME OF \$101,159 PER YEAR

BABY BOOMERS

SPEND AN AVERAGE OF \$58/MONTH ON GYM MEMBERSHIPS

SPEND AN AVERAGE OF \$86/MONTH ON CONCERT TICKETS

DINE OUT AN AVERAGE OF 220 TIMES PER YEAR

IN 2015, THOSE AGED 50+ TO REPRESENT 45% OF US POPULATION

WILL LEAVE AN AVERAGE OF \$340,000 TO EACH OF THEIR CHILDREN

OUT SPEND OTHER GENERATIONS BY \$400 BILLION EACH YEAR ON CONSUMER GOODS AND SERVICES

IN TEXAS, THEY SPEND AN AVERAGE OF \$10,549 PER YEAR ON COLLEGE TUITION

SANDWICH GEN

24 MILLION PEOPLE AND GROWING

38% OF THE TOTAL POPULATION

AVERAGE AGE 48

7 OUT OF 10 WORK

CARES FOR PARENT 74 AND OLDER

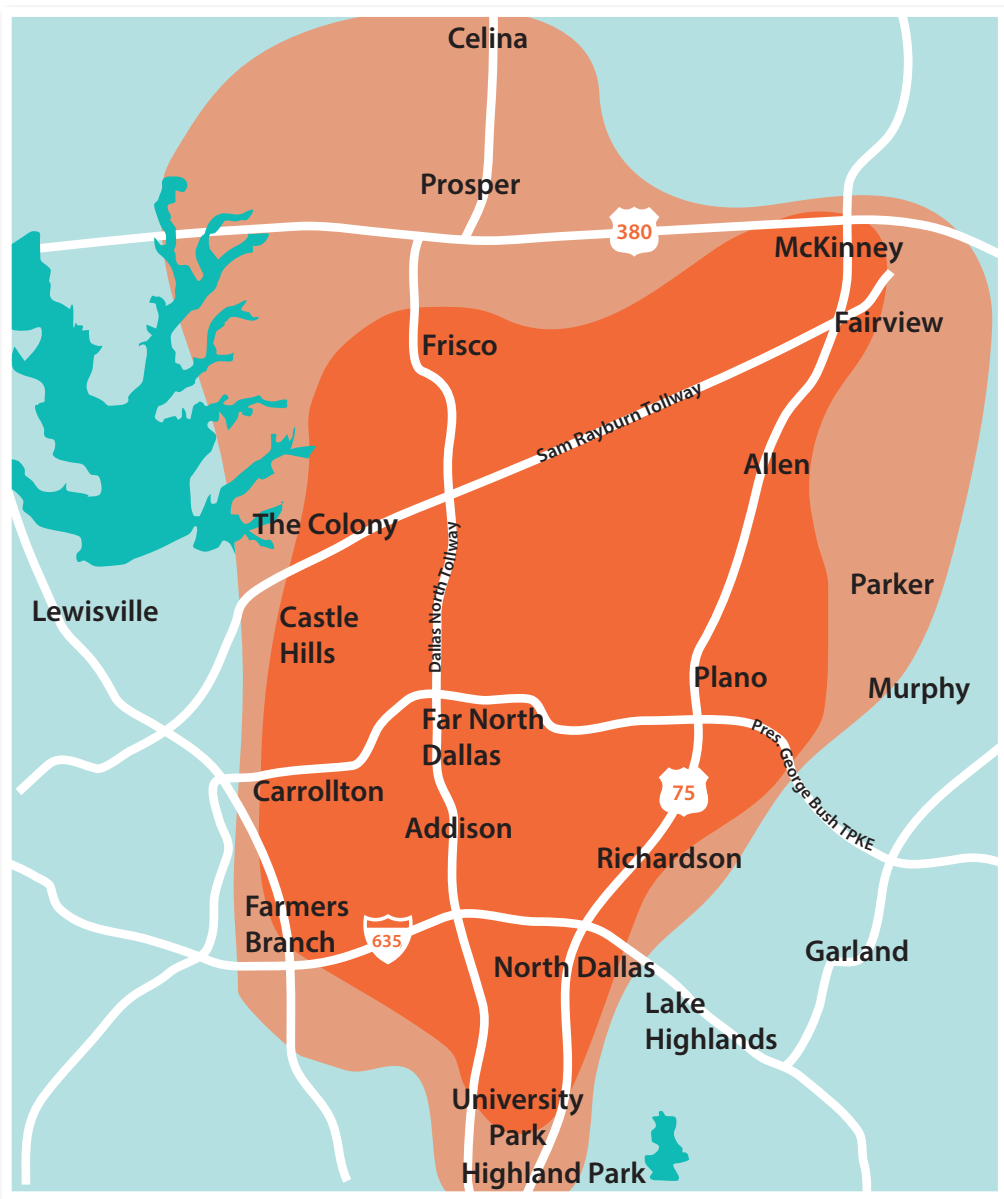
HAS KIDS AT HOME UNDER 18



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circulation

Good Life Family magazine is a free publication, supported by advertisers and sponsors.



• **Estimated readership of 50,000 per issue**

• **8,000+ Print Subscribers**

• **4,500+ Digital/Email Subscribers** *(grows by hundreds each month)*

• **300+ Distribution Sites**

• **8,000+ Monthly Page Views on goodlifefamilymag.com**

■ Primary Trade Area
(Subscriptions, Direct Mail and Distribution Sites)

■ Secondary Trade Area
(Subscriptions, Direct Mail and Distribution Sites)

Direct Mail Concentration*

North Plano 75024, 75025	North McKinney, Prosper 75071, 75078
West Plano 75023, 75075	North Carrollton, Castle Hills 75007, 75010, 75056, 75287
Far West Plano 75093, 75252, 75287	
Murphy, Parker, East Plano 75074, 75082, 75094, 75002	Addison, Carrollton, North Dallas 75001, 75006, 75234
Frisco 75033, 75034, 75035	West Richardson, North Dallas 75080, 75240, 75254, 75248
The Colony 75056	North Dallas, Park Cities 75205, 75225, 75230, 75229
Allen, Lucas, Fairview 75002, 75013, 75069	
McKinney 75070, 75069, 75002 75013	<i>*Partial Zip Code Distribution</i>

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distribution

Good Life Family magazine is distributed to over 300 locations throughout the Greater Dallas area and growing with every issue!

Want to be a distribution site for Good Life Family magazine? Contact Tricia White at Tricia@goodlifefamilymag.com or 214.725.1981.

ALLEN

Market Street | Allen
Tom Thumb | W McDermott
Watters Creek Visitor Office

6 Day Dental
Allen Car Wash
Allen Event Center
Allen Orthodontics
Cindy's School of Dance
Envision Imaging
Frog Café
Mooyah Burgers
Texas Family Fitness
The Lion and Crown
The Loft
Sublime Chocolate Bar
White House Black Market
Vibe Yoga Studio

CARROLLTON

Albertsons | Carrollton

Alfredo's
Baylor Medical Center at Carrollton
Baylor Scott & White
Buffalo Wings
Cafe Brazil
Carrollton Sushi
Children's Dental Specialists
ChopShop Sports
Family Medicine Association
Fruitalicious
Indoor American Sports
Physio Fit

THE COLONY

Baylor Family Clinic

DALLAS

Albertsons | Dallas
Central Market | Dallas
Tom Thumb | Snider Plaza
Tom Thumb | Villanova
Tom Thumb | Royal Lane
Tom Thumb | Preston/Frankford
Tom Thumb | Preston/Forest
Tom Thumb | Northwest Hwy
Whole Foods | Lomo Alto
Whole Foods | Park Lane
Whole Foods | Preston & Forest
Adolescent Health Associates
Advance ER | Dallas
Advance ER | Park Cities
Amberjax Fish Market Grille | Trinity Grove
Athleta | Preston Road
Beckloff Behavioral Health
Bliss Speech & Hearing
Bolsa
Bolsa Mercado
Busy Body | Addison
Busy Body | Preston Road
Breadwinners | W Lovers
Brynn Bagot Public Relations
Cafe Fino
Cafe Brazil | Central Expressway
Car Spa | Addison
Car Spa | Dallas
CARE
Chicken Scratch
Churchill Recreational Center
Cindi's NY Delicatessen | Central
Cindi's NY Delicatessen | Campbell
Coffee House Café
Congregation Shearith Israel
Cooper Fitness Center
Corner Bakery | Belt Line
Dallas Children's Theater

Dallas Counseling Center
Dallas Photo Studio
Dancing Angels
Deli News
Dream Café | Addison
Ed Kellum & Son
Elie Tahari | Northpark
Envision Imaging
Fat Straws
Flying Fish
Girl Scouts of North East Texas
Girls to Women Health & Wellness
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Grand Spa
Grandy Orthodontics
Grant Haliburton Association
Guaranty Bank & Trust
Gymnastics Place
Highland Park Endodontics
HopDoddy | University Park
HopDoddy | Uptown
Huntington Learning Center
Insights Therapy
Jewish Community Center
Kenny's Wood Fired Grill
Kim Hunter Medical Office
KLIF Radio
Kuby's Sausage House | Snider Plaza
Lazy Dog Restaurant
Lepley Orthodontics
Mathnasium
New Friends New Life
Oceanaire Seafood Restaurant
Oral Health Solutions
Orange Theory Fitness | Preston
Orange Theory Fitness | Walnut Hill
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Power House Dance
Preston Park Health & Wellness
Preston Road Pharmacy
Reveal | West Lovers
Renner Frankford Library
Richland College
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Royal Sushi
Salon Jean Claude
SMOKE Restaurant
Smoothie Factory
Spork Restaurant
Sportsplex
STARPOWER | Cole and Central
STARPOWER | North Dallas
Stuart Weitzman | Northpark
St Bernard Sports | Park Lane
St Bernard Sports | W Lovers
Team Sports
The Theodore Restaurant
Tips on Trips & Camps
Trina Turk
Victory Step Test Prep
Village on the Parkway Visitor Center
YMCA Dallas | Town North

FAIRVIEW

Stacy Road Pet Hospital
Gandy Orthodontics
Palios Pizza

FRISCO

Market Street | Frisco
Tom Thumb | Preston
Baylor Outpatient Services
Benham Orthodontics
Blue Door
Centennial Hospital
Chalmers Wellness Center

FRISCO (continued)

Coffee N Cream
Collin College Bookstore
Drug Crafters
Family Health Market
Frisco Counseling & Wellness
Frisco Family Eye Care
Frisco Medical Center
Frisco Mercantile
Frisco Library
Frisco Lifestyle Management
Fruitilicious
Gandy Orthodontics
Gideon Math & Reading
Global Peace Factory Coffee House
Juicer Heroes
Kenny's Burger Joint
Kumon | Eldorado
Main St. Family Physicians
My Gym
Paciugo
Pediatric ER
Power House of Dance
Primary Care & Internal Medicine
Pure Plates
Seay Behavioral Health
Sports Clips
Stonebriar Spa
Stonebriar Veterinary Center
Studio Dance | Frisco/Main
The Float Spot
Tieperman Health & Wellness
Warrior Martial Arts Academy
YMCA | Frisco/Main
Zen Nails

McKINNEY

Cooper Fitness Center
E care
Envision Imaging
First Choice Emergency Room

Diggin' It
Dr. Pepper Star Center
Local Yocal
McKinney College
McKinney Library/DT
McKinney Public Library
Palio's Pizza
Rick's Chophouse
Run On!
Sunstone Yoga
YMCA
Zenith Elite Gymnastics Academy

MURPHY

Advanced Chiropractic
Einsteins
First Choice ER
Run On!
Smiles at Murphy
Yogurtville

PLANO

Albertsons | Plano
Market Street | Plano
Tom Thumb | Alma
Tom Thumb | Legacy Dr.
Tom Thumb | W Parker
Aim for Wellness
Apple Orthodontics
Bill Hogan Concussion Center
BN Behavior Network
Breadwinners Café
Busy Body
C2 Education
Café Bohemia
Café Brazil
Car Spa | Plano
Coffee House Café
Chaiken and Chaiken, LLC
Christ United Methodist Church
Collin County Community College

Courtyard Theater
Dr. Sandy Gluckman, Parents Take Charge
Einsteins
El Queso | Parker
Elliot's Hardware
Envision Imaging
Explore Horizons
Fat Straws
First Choice ER
Frisco Spine
Gazeebo Burger
Gentle Family Dentistry
Goodfellas
Haggard Library
Hiatus Spa
Jamba Juice
Juicer Heroes
Kenny's Burger Joint
Kids Dental Plano
Liberty Rec Ctr
Luke's Locker
Main Street Bakery
Mama's Daughter's Diner
Massage Green Spa
Medical City Children's Hospital
Plano Mercedes Benz
Ohio Drive Animal Hospital
Orange Theory Fitness | Dallas Pkwy
Paciugo | Park & Preston
Parker School Uniforms
Paws & Claws Animal Hospital
Prince of Peace Christian School
Prince of Peace Catholic School
Plano Children's Theater
Plano Dermatology
Plano Medical Center
Plano Sports Authority
Prestonwood Baptist Church/School
Potbelly | Legacy
Psymed Solutions
Qdoba

SMG Wealth Advisors
SMOKE Plano
Spezzo Italian Restaurant
The Car Spa
This Side Up Family Fun Center Tom
Muehlenbeck Rec Center
Victory Step Test Prep
Village Health Partners
Wells Brothers Farm Store
Willowbend Fitness
WingStop | Dallas Parkway
Women's Specialists of Plano
World Market | Asian Market
Yao Fuzi
YMCA | Plano/McDermott
Yumilicious Yogurt

RICHARDSON

Tom Thumb | W Campbell
Arnold M Stokol OD & Associates
Campbell Green Rec Center
Camper Rogers Wealth Management
Children's Dental Specialists
Cindi's New York Deli | Campbell Road
Fuzzy's Taco Shop
Heights Rec Center
Natural Grocers
Richardson Mercantile
Richardson Memorial Hospital
Richardson Public Library
Richardson Regional Medical Center
Smoothie Factory
String Bean

editorial content

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If you have questions, we have answers. We've gathered experts whose advice, wisdom and counsel will help guide the direction of the magazine and website. Our board includes doctors, educators, counselors, nonprofit executives, TV and radio personalities and community leaders. They're here to make sure we empower you with the best advice possible on almost any subject you can think of.

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Adolescent Medicine Physician

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Special Needs Advocate

GOOD LIFE FAMILY'S FEATURED CONTENT

goodHEALTH

Topics include health and wellness, nutrition, fitness, mental health, eating disorders, and more for our parents and their children, tweens to twenties.

INGoodSHAPE

Tips for getting or staying in shape, including starting or joining a walking/running/cycling group, personal training, making time to work out, finding the right gym, etc.

goodTO GO

Advice from internationally known travel advisor Rick Seane, plus how to find the best deals, best destinations for families with older kids and travel tips.

goodADVICE

Answers to often overwhelming legal questions, including home liability, wills, trusts, personal injury, family matters and more.

goodLOOKS

Fashion trends and looks for every occasion...from luncheons to date night, homecoming to prom, GLF fashion editors pull together looks for every age!

goodREADS

GLF's book reviews and recommendations are sure to spice up your reading list for you or your book club.

goodKIDS AWARD

Meet kids, middle school through college, who are doing something right, reinforcing the good in our communities by shining a light on role models. GLF is taking nominations! Visit goodlifefamilymag.com to nominate someone you know!

VIPAWARD

Our VIP (Very Inspiring Parent) Award honors the everyday, and not-so-everyday, heroes in our midst. Those whose courage inspires others, in spite of the challenges life has thrown at them. GLF is taking nominations! Visit goodlifefamilymag.com to nominate someone you know!

goodDEEDS

Philanthropies, charitable organizations and individuals who are making a difference in our communities and in the lives of our families.

goodTIMES

Our community calendar of events PLUS highlights from luncheons, parties, proms, galas, school events, concerts, and more. Selfies welcome!

goodTO KNOW

In each issue, we will delve into the most important and essential issues impacting our lives and the lives of our kids tweens to twenties.

goodOLE DAYS

Our readers are often part of the 'sandwich generation' so we will cover issues and topics like milestone celebrations, finding senior living, helping with wills and advance directives and finding counsel for health, legal and financial matters.

goodLIVING

From house renovation and outdoor decor to family fun at home, GLF focuses on the resources you need to live the good life!

goodEATS

Our Dining Guide promotes local restaurants from family-friendly eateries to date night destinations, while recipes and restaurant reviews help with any family dining dilemmas.

goodJOBS

Working with job banks and local businesses, we'll let you know who is hiring, whether it's part-time work for high school students; internships for college students and graduates; a full-time job for moms or dads who have stayed home to raise their kids and are ready to go back to work; and meaningful work for readers' parents who are not ready to completely retire.

EMBRACE!

We are researching and covering important, educational and inspiring content to support families with differently-abled children.

2016 Editorial Features & Special Sections

Good Life Family magazine helps navigate the challenges of raising good kids with extensive and insightful content addressing the daily joys and struggles of finding a balance between kids and aging parents. The following features are in every issue of GLF:

**HEALTH & WELLNESS • FASHION • TRAVEL • DINING GUIDE • FINANCIAL & LEGAL ADVICE • PHILANTHROPY
HOME LIVING • VIP AWARD • GOOD KIDS AWARD • EVENTS CALENDAR & PHOTOS**

Below are the upcoming **SPECIAL SECTIONS AND FEATURES** for each issue in 2016!

January | February 2016 *Celebrate!*

- **Special Section: The Ultimate Travel Guide**
- Adults Going Back-To-School
- Teen Dating Violence Awareness
- Red Hot Valentine's Day Gift Guide

March | April 2016 *Spring Forward!*

- **Special Section: Summer Camps & Programs**
- **Special Section: Prom Night**
- **Special Section: Embrace!**
- Outdoor Living
- Health Feature: Cancer

May | June 2016 *Finding Balance*

- **Special Section: Dream Homes**
- Moms, Dads and Grads Gift Guide
- Health Feature: Osteoporosis
- Finding You Time
- Sizzling Summer Fashion

July | August 2016 *Summer Fun Issue*

- **Special Section: A Guide to Summer Fun**
- **Special Section: Back to School**
- **Special Section: Your Best You**
- Sports and Fitness Injuries
- Meet the Millennials
- College Life
- Men's Health

September | October 2016 *Seasons of Change!*

- **Special Section: Holiday Planning Guide**
- Social Media Revolution
- Homecoming Fashion and Fall Trends
- The Sandwich Generation
- Sleep Deprivation

November | December 2016 *The Holiday Issue*

- **Special Section: Holiday Gift Guide**
- Traditions are Celebrating Family
- Health Feature: Stress

advertising packages

Good Life Family Magazine's advertising opportunities give you the opportunity to maximize your reach and engagement with our audience in both print and digital. Each ad may be purchased alone, or you can *maximize your reach with both in print and digital with the following perks**

AD IN GLF'S GLOSSY PRINT MAGAZINE

FLIPBOOK E-MAGAZINE (WITH HYPERLINK TO YOUR SITE) ON GOODLIFEFAMILYMAG.COM

DIGITAL AD ON GOODLIFEFAMILYMAG.COM

EDITORIAL CONTENT IN GLF PRINT MAGAZINE AND GOODLIFEFAMILYMAG.COM

SOCIAL MEDIA PROMOTION

NETWORKING AND COMMUNITY/PUBLIC RELATIONS OPPORTUNITIES

	FULL PAGE	HALF PAGE	1/3 PAGE	1/4 PAGE	BIZ CARD	BACK COVER	INSIDE COVER	CONTENTS 1/3 V
1X AD ONLY	2395	1295	900	725	350	3495	2875	1995
AD PARTNER	2695	1495	1195	975	550	3795	3150	2175
3X AD ONLY	2175	1075	780	675	315	3195	2595	1795
AD PARTNER	2495	1250	1050	895	495	3495	2875	1995
6X AD ONLY	1950	950	660	575	280	2760	2395	1595
AD PARTNER	2250	1075	895	795	395	2995	2595	1795

Ask us about our preferred placement/premium upgrades.

Rates as of June 2016. Rates subject to change, but frequency contracts will always be honored. We honor a 15% discount for non profit organizations and schools.

*Specific perks are determined by ad size and frequency.

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1/3 V PAGE

2.87" X 10.375"

1/3 H PAGE

7.88" X 2.87"

BIZ CARD

3.88" X 2.87"

Please allow an additional .25" on all sides for full-bleed artwork.

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digital advertising

GoodLifeFamilyMag.com and our weekly GLF Newsletter eBlasts boast a strongly engaged audience to give your marketing even more pop!

- **Goodlifefamilymag.com** receives over 8,000 page views per month
- The GLF Weekly eBlast Newsletter is delivered to over 4,000 subscribers each week and has an average open rate of 34%, *twice that of the industry standard.*

DIGITAL MARKETING OPPORTUNITIES

- Goodlifefamilymag.com Leaderboard Ad | \$450 per month
- Goodlifefamilymag.com Island Ad or Video | \$325 per month
- Goodlifefamilymag.com Digital Article written by GLF staff | \$500
(max 750 words; client provides up to 2 photos; article included in one, GLF Weekly eBlast Newsletter)
- Goodlifefamilymag.com Digital Article supplied by client | \$375
(maximum 750 words and GLF approves/proofreads prior to posting)
- GLF Weekly eBlast Newsletter Island Ad | \$500 for 2 insertions

DIGITAL SPECS

No flash animation accepted.

Leaderboard Banner | 728 x 90 pixels | 140 kilobyte max

Island | 300 x 250 pixels | 80 kilobyte max

Video | 300x 250 pixels 30 second max

No video is hosted locally and must be hosted on publicly accessible YouTube or Vimeo account for content delivery.

Good Life Family magazine can design and create your print and digital ads as well as update them on a regular basis for multiple insertions. Please ask for details.



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partner with us

SPONSOR AND PARTNERSHIP OPPORTUNITIES

If you share the *Good Life Family* mission to enhance the lives of families with kids tweens to twenties, join our team. We want to make you more than an advertiser...we want you to be a partner in our journey.

Our magazine readers and website viewers need your important information and educational content and you will benefit by reaching this core consumer. It's a perfect match.

As a Partner, you will receive:

- Advertising space
- Editorial content professionally designed and custom-tailored to you
- Special promotional opportunities
- Support with your events and activities
- Opportunities to participate in our Lecture Series and other GLF events
- Custom video production so we can stream you in action on our website
- And much more!

We will walk hand in hand with you to help you reach your marketing goals and increase your bottom line.

For more information and a personal consultation, please contact:

Sheryl Pidgeon
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 Sheryl@goodlifefamilymag.com
 Direct: 214-476-8131



Asked & Answered

Answers to your important legal questions from our panel of experts

Q: I just started a business and I'm not sure if I need a lawyer. What do you think?

A: It's a good idea to consult with a lawyer before you start a business. They can help you understand the legal requirements of your business and help you avoid costly mistakes. They can also help you negotiate contracts and protect your intellectual property.

Q: I'm thinking about starting a business. What are the most common mistakes people make?

A: Some common mistakes include not having a business plan, not understanding the market, not having enough capital, and not having a good location. It's important to do your research and plan ahead before you start a business.

Q: I'm thinking about starting a business. What are the most important things to consider?

A: Some important things to consider include the market, the competition, the location, the capital, and the legal requirements. It's important to do your research and plan ahead before you start a business.

THE EXPERTS

PERSONAL AND BUSINESS LAW
 JEFFREY L. BLOOM, Esq.
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A large, modern house with a red roof and a white picket fence. The house has a large front porch and a two-car garage. The yard is well-maintained with a lawn and some trees.

contact us

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terms & conditions

1. All products and services must be approved by the publisher before acceptance of insertion order. All copy subject to approval. Good Life Family reserves the right to reject or cancel any advertising for any reason at any time.
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12. Announcement of any rate change will be made at least 60 days in advance of the closing date of the first issue affected. Orders for issues thereafter will be accepted at equal rate prevailing.
13. Orders for cover pages are non-cancelable. Other pages are non-cancelable after rate card issue closing date.
14. For advertising units less than full-page size, insertion orders must specify if advertisement is vertical or horizontal configuration. Insertion orders for all advertising units must state whether advertisement carries a coupon.
15. A copy of any proposed insert must be submitted to publisher prior to printing of the insert. In no event shall publisher be responsible for any errors or omissions in, or the production quality of, any furnished insert.
16. Credit Policies
 - Terms: net 30 days.
 - Finance charge of 1.5% per month for invoices outstanding beyond 30 days.
 - Invoices rendered on or about on-sale date.
 - New advertisers must supply acceptable credit references and cash with order.
17. Good Life Family's ABC-compliant digital replica contributes toward rate base. Advertisers can choose to opt out at time of print space close but rate/rate base will not be adjusted.