

# Why support Good News?

Good News Magazine not only lets you reach your audience directly, it's also a way to build brand recognition and positive associations over time. Placing your ad alongside engaging, positive stories means it's much more likely to be seen and well received.

Our beautiful design and community focus result in a premium publication that readers keep in their home for long periods of time — leading to more views of your ad.



## IN-HOME DELIVERY

Your ad goes to proven buyers. We only mail to families with both disposable income and/or interest.



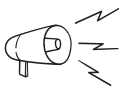
## LOCAL AUDIENCES

Your message reaches fans of the magazine. Local readers suggest more than 90% of the stories we tell.



## LONG SHELF LIFE

Readers look at your ad over and over again. 60% of readers keep every issue for more than 60 days.



## ADVERTISE CONSISTENTLY

People need to see an ad many times before buying. Your ad stays in front of readers every month.



## POWER OF PRINT

Social media is drowning in negativity. Readers notice your ad as they crave the good ol' days.



## POSITIVE ASSOCIATION

Your ad lives with positive and 'viral' content. Readers fall in love with their town and your business.