



The Good Men Project

Media Kit 2018

Photos: (clockwise from top right): [Jon Dejong](#), [Sam Nasim](#), [tony alter](#), [tec_ estromberg](#), [orin zebest](#), [pic basement](#), [Lian Chang](#)

“The conversation no one else is having.®”

**We are the only media company
asking the question:**

**What does it mean
to be a good man in
the 21st century?**

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 written by more than **6,500 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.

Traffic and Engagement



Unique visitors per month

2.1 million

Visits per month

3.2 million

Pageviews per month

4.6 million

Engagement Metrics

Average time on site: 11 minutes

Pages per visit: 1.5

Returning Visitors: 42%

Total Pageviews Since Launch: 412 Million

32 posts have over 1 million pageviews, 2 posts over 10 million, 600+ posts over 100,000 pageviews

Editorial Vision

THE
**GOOD
MEN
PROJECT**



- **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**.

Press Mentions



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, what it’s like for a transgender man to shave for the first time, 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.”

Social Media / Engagement

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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]



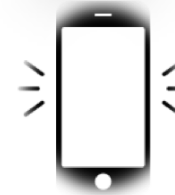
YouTube

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.



Pinterest



StumbleUpon



LinkedIn



Instagram

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



- 6,500 Authors / Contributors and Weekly Columnists
- Twice-weekly email with writing prompts
- Facebook Writer's group allows authors to share stories, tips and promotion

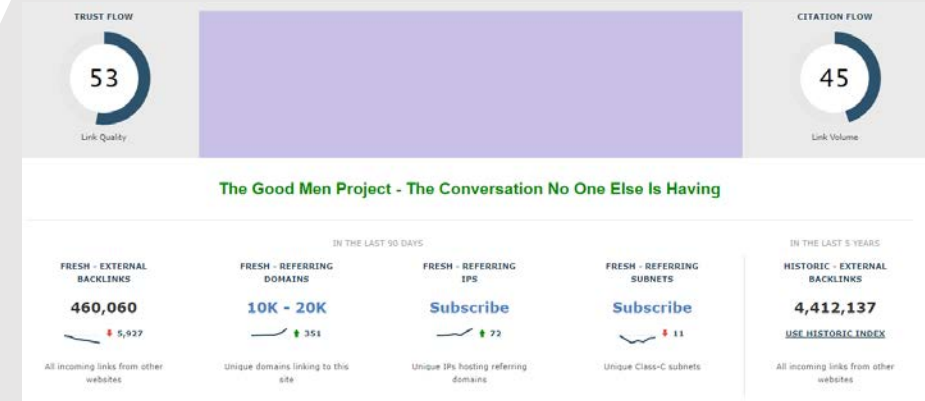


- Every Friday for 6 years running, we invite Premium Members and Author / Contributors to have a live conversation with the publisher

Website Metrics



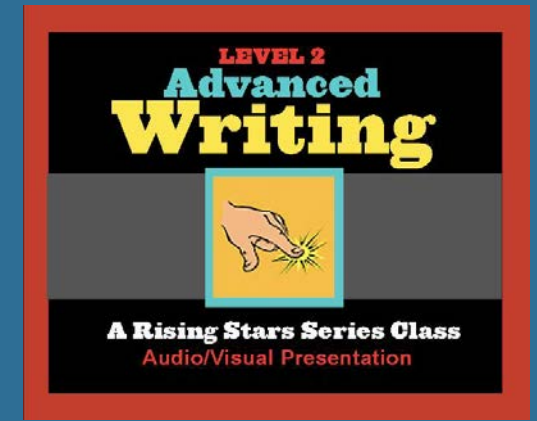
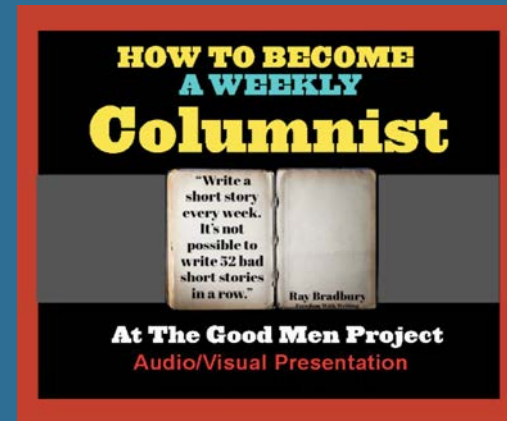
- Domain Authority is used to indicate how strong a site is in terms of ranking in a search engine.
- Trust Flow determines the perceived quality of links. High Trust Flow is synonymous with quality content.
- Citation Flow predicts how influential a site may be.
- Metrics are related to links and categorized from 0 to 100 with 100 being the most authoritative.



URL:

[Hide Metrics](#)

Authority		Page Link Metrics	
DOMAIN AUTHORITY [Ⓜ]	PAGE AUTHORITY [Ⓜ]	JUST-DISCOVERED [Ⓜ]	ESTABLISHED LINKS [Ⓜ]
73 /100	77 /100	49 60 Days	871 Root Domains
SPAM SCORE: 1 /17			54,413 Total Links



We deliver customized online training programs with live question and answer sessions. We can also arrange in-person intensive sessions on various media-related and leadership topics.

Training Classes

Brands We've Partnered With



How We Partner with Brands



- **Sponsored Posts:** Including 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**
- **Customized Proposals Designed for Specific Business Needs:** Can include banner ads, resource links, or custom social and promotional programs.

Social Interest Groups and ConvoCasts

Ask us about co-creating a live series of calls around a topic that's important to you.

Social Interest Groups Include: Political Activism, Sex, Love, Etc., #StopRacism, #StopSexism, The Disposability of Men / Sports and Traumatic Brain Injuries,, Mental Health (#NotWeakJustHuman), Conscious Intersectionality, Environmental Activism...and growing each month. New “up and comer’s” include: Experience Music—Soundtracking Your Life, Spirituality, Parenting, Education and more.

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