



# Father's Day

## #ModernDayDad

**Sponsorship Opportunities**  
with **The Good Men Project**



**THE**  
**GOOD**  
**MEN**  
**PROJECT**

**#ModernDayDad**



# **The Good Men Project** **Father's Day #ModernDayDad** **Sponsorship Package**

**Special Package Deal: \$9,500**

**Includes: 3 Sponsored Posts, Additional Brand Mentions,  
10 Free Memberships, Twitter Chat & Social Media Promotion.  
Details follow.**

# Sponsored Post



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- Tell the story of what your brand is doing for for dads and families to The Good Men Project audience.
- We have done hundreds of sponsored posts on The Good Men Project where we talk about the sponsor's products or services in a voice that resonates with our audience. We will do the same for you---craft a story about the way your brand has an ongoing appreciation of the environment. (Post can also be written by you.)
- You retain rights to the post\*, so after it runs on The Good Men Project you can use it on your company website, promotional materials or your own social media outreach.
- Include your brand's calls-to-action.

All posts must follow our [Sponsorship Guidelines](#) and [Editorial Guidelines](#). \*Reprints must include attribution and link to original.

# Brand Mentions Across Good Men Project Content



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- As a sponsor of our #ModernDayDad Father's Day program, we will include mentions of the partnership at the bottom of our organic, non-promotional content about the dads and families that will be run during the month of June.
- Language will be a version of: "Special thanks to [Brand Name] who worked in partnership with The Good Men Project to make this #ModernDayDad series possible." That messaging will appear on a minimum of **25 pieces of original content** by Good Men Project contributors throughout the month of June.
- **25 FREE Platinum Premium Memberships** for you and your team. (A \$1,250 value.) This will allow you to come to our live calls, take our classes, comment on the website---and enjoy all the benefits of being a part of The Good Men Project Community.

# Twitter Chat

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- **The Good Men Project has 192,000 followers on Twitter** and has done dozens of Twitter chats on a variety of topics.
- Prior Good Men Project Twitter Chats have reached over 13 million timelines.
- Your brand will be mentioned in all promotional materials and will be tagged in the tweets.
- We have had founders, CEOs and Marketing directors participate in Twitter chats.
- One hour-long, with promotional tweets at the beginning, middle and end.

# Social Media & Promotion

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- The content with brand mentions will get highlighted on our website and **promoted across social media**.
- Your sponsored post will be promoted on Facebook, Pinterest, and Twitter. Combined following of our social networks is 1.25 million people.
- The Twitter Chat promotion (with your brand name and logo) will also be promoted on Facebook, Pinterest and Twitter.
- The programs will work together and create a network effect guaranteed to **provide at least 2.5 million brand impressions**.

# Want to participate in with The Good Men Project for Earth Day but don't want the whole program?



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## Stand-alone Sponsorship Offerings:

Sponsored Post, we write and promote in social media: \$2,250

Sponsored Post, we write (no promotion) \$1,950

Sponsored Post, you write (no promotion) \$1,500

All posts must follow our [Sponsorship Guidelines](#) and [Editorial Guidelines](#).

We mention your brand on 25 of our Father's Day posts in the month of June that will then get promoted \$2,500

Twitter Chat Alone \$1,250

25 Premium Memberships (discount rate) \$1,000

Sponsor a Social Interest Group LIVE CALL with our community \$350

Additional Social Media Promotion for any of the above (price varies)



*Payment must be received before work can begin.*

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**About Us**

**THE  
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*The conversation no one else is having.®*

**“We’re having a  
conversation about the  
changing roles of men  
in the 21<sup>st</sup> century.  
Care to join us?”**

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# Who We Are



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- **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 82,000+ pieces of engaging original content written by more than **7,500 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

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Unique  
visitors per  
month  
2.2 million

Pageviews per  
month  
4 million

## Engagement Metrics

Average time on site: 12 minutes

Pages per visit: 1.8

Returning Visitors: 42%

Total Pageviews Since Launch: 450 Million

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

# Our Audience



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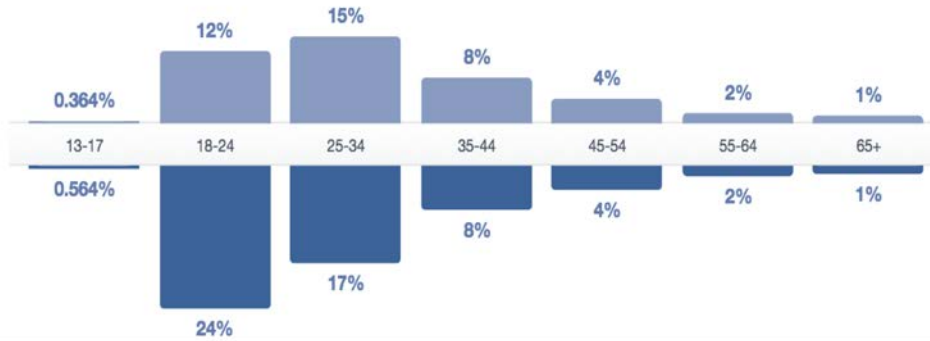
**#ModernDayDad**

## Women

43% Your Fans

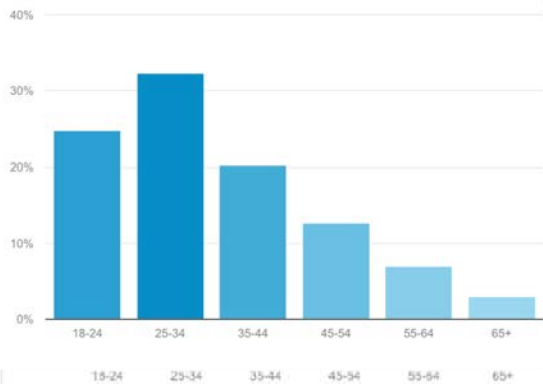
## Men

57% Your Fans



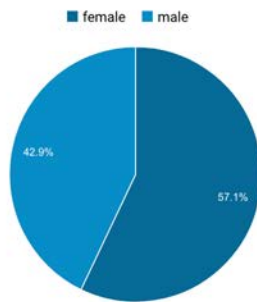
## Age

46.16% of total users



## Gender

47.37% of total users



Source: GoogleAnalytics, year average 2016

## Demographics



# Editorial Vision

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photo: barband / flickr



- **The world is changing more rapidly than most people can keep up with it. We're here to help.** Articles that give compelling insights into a rapidly changing world are the hallmark of our brand, along with commentary about the core issues of our day 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.**

# Social Media / Engagement



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## Facebook

1 million+ fans  
1 main page,  
5 subject  
pages, 10 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.  
Members only.



## Commenting & Profiles on Site



Contact: Lisa Hickey  
Publisher and CEO  
lisa@goodmenproject.com  
617-513-5806

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