



Pride Month
#LoveEqually
Sponsorship Opportunities
with The Good Men Project





**The Good Men Project
Pride Month #LoveEqually
Sponsorship Package**

Special Package Deal: \$2,500

Includes: Brand Mentions, 10 Free Memberships, Sponsored Post, Twitter Chat, and Social Media Promotion. Details follow.

Brand Mentions Across Good Men Project Content



#LoveEqually



- As a sponsor of our #LoveEqually Pride Month program, we will include mentions of the partnership at the bottom of our organic, non-promotional content about the Environment 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 #LoveEqually 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.
- **10 FREE Platinum Premium Memberships** for you and your team. (A \$500 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.

Sponsored Post

THE
**GOOD
MEN
PROJECT**

#LoveEqually



- Tell the story of what your brand is doing for Pride Month (and beyond) 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.

Twitter Chat



#LoveEqually



- 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



#LoveEqually



- 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.
- The Twitter Chat promotion (with your brand name and logo) will also be promoted on Facebook, Pinterest and Twitter.
- You will be included in a compendium of our #LoveEqually Pride Month posts, and that will also be promoted on Social Media.
- 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 Pride Month but don't want the whole program?



#LoveEqually

Stand-alone Sponsorship Offerings:

Sponsored Post, we write and promote in social media: \$650

Sponsored Post, we write (no promotion) \$450

Sponsored Post, you write (no promotion) \$250

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

We mention your brand on 10 of our environmental posts in the month of June, with social promotion \$500

Twitter Chat Alone \$850

10 Premium Memberships (discount rate) \$400

Sponsor a Social Interest Group LIVE CALL with our community \$150

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



Payment must be received before work can begin.

#LoveEqually

About Us

**THE
GOOD
MILEN
PROJECT**

The conversation no one else is having.®

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

#LoveEqually

Who We Are



THE
**GOOD
MEN
PROJECT**

#LoveEqually

- **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

THE
**GOOD
MEN
PROJECT**

#LoveEqually



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



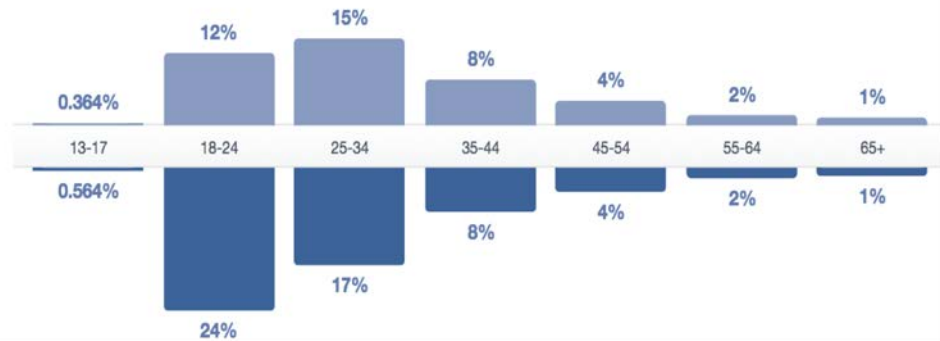
#LoveEqually

Women

43%
Your Fans

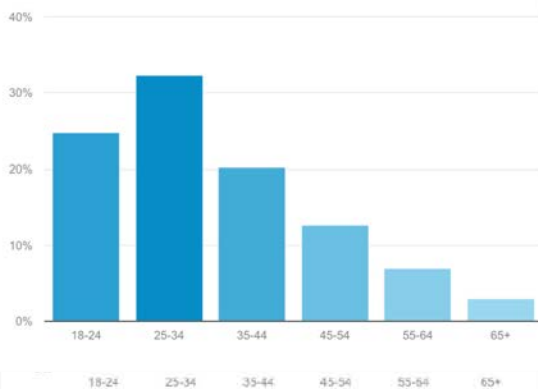
Men

57%
Your Fans



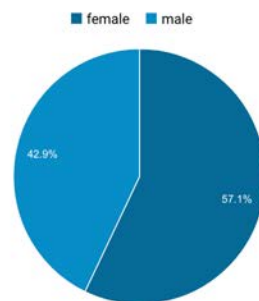
Age

46.16% of total users



Gender

47.37% of total users



Source: GoogleAnalytics, year average 2016

Demographics



Source: Quantcast, 2/2016

Editorial Vision

THE
**GOOD
MEN
PROJECT**



photo: barakhard / flickr



#LoveEqually

- 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



#LoveEqually



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



#LoveEqually

