



The Good Men Project

Media Kit

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?”**

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 – over 100,000 posts, written by more than **8,500 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.

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.”

Brands We've Partnered With

THE
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Gillette[®]

*Jack*threads
A THRILLIST CO.



CASIO



hulu



[DOVE]
MEN+CARE

smartwater[®]
GLACÉAU



 Outlook



PHILIPS
NORELCO



How We Partner with Brands



- **Sponsored Posts:** Includes articles, 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**
- **Sponsored Columnists for select writers who also want to build content and brand awareness.**
- **Affiliate Programs**
- **Customized Proposals Designed for Specific Business Needs:** Can include banner ads, resource links, or custom social and promotional programs.

How We Partner with Brands

Special Promotions: #LoveEqually



**Mankind. Womenkind.
Humankind. Be kind.
Love all.**

#LoveEqually



Join The Good Men Project as either a sponsor or contributor for our Pride Month special program

Join The Good Men Project as either a sponsor or contributor for our Pride Month special program



Perhaps masculinity should be defined by whether you love all people equally. #LoveEqually

There are enough problems in the world without love being one of them.

#LoveEqually



Join The Good Men Project as either a sponsor or contributor for our Pride Month special program

Families are families. What is important is that there are role models for love.

#LoveEqually



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Some rainbows stretch across the sky. Others become a foundation we build upon.

#LoveEqually

Non-toxic masculinity is all inclusive.

#LoveEqually



Join The Good Men Project as either a sponsor or contributor for our Pride Month special program

#LoveEqually promotions include content, social media promotion, and live calls.

How We Partner with Brands

Special Promotions: #ModernDayDad

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**Boys don't need
to be macho.
And neither do
their dads.**
#ModernDayDad

Join The Good Men Project
as either a sponsor or
contributor for our
Father's Day special program



**You can be an untraditional
dad and still
celebrate traditions.**
#ModernDayDad

Join The Good Men Project
as either a sponsor or
contributor for our
Father's Day special program



**Let's build something
together. I know!
A future!**
#ModernDayDad

Join The Good Men Project
as either a sponsor or
contributor of our
Father's Day special program



**There's a new generation
of dads. But that doesn't
mean the older generation
is irrelevant.**
#ModernDayDad

Join The Good Men Project
as either a sponsor or
contributor for our
Father's Day special program

#ModernDayDad promotions include content, social media promotion, and live calls.

How We Partner with Brands

Special Promotions: #GreenerTogether

A photograph of a man in a red shirt holding a young child in a field. The man is looking up at the child with a smile. The background is a soft-focus natural setting.

Masculinity unplugged is a force of nature.
#GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program

A photograph of a man in a plaid shirt balancing a young child on his hands. The child has their arms outstretched. They are in a field with mountains in the background.

The future is no longer plastics, because people like you know how to co-create a future.
#GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program

A photograph of a man in a blue shirt and a young child in a yellow shirt sitting in a field. The man is looking towards the camera, and the child is looking to the side.

I wasn't an activist yesterday, but I am today.
#GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program

A photograph of a man carrying a young child on his shoulders. The child is holding a colorful kite. They are in a field with trees in the background.

Mother Earth, meet Father Earth
#GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program

A photograph of a man and a child planting a small tree in a field. The man is kneeling and the child is standing next to him. The scene is bathed in warm, golden light.

The real heroes are those working to awaken and save the world.
#GreenerTogether

Join The Good Men Project as either a sponsor or contributor of our #EarthDay special program

#GreenerTogether promotions include content, social media promotion, and live calls.

Social Interest Groups

Live Weekly Calls

THE
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The Good Men Project
#StopRacism
Live Call

Every Tuesday 8 pm EST / 5 pm PST
Leader: Ashok Selvam

Dial in: 701-801-1220 | Access code: 934-317-242

Talk to you soon!




The Good Men Project
#StopSexism
Live Call

Every WEDNESDAY 8 pm EST / 6 pm PST
Leader: Amanda Vining

Dial in: 701-801-1220 | Access code: 934-317-242

Talk to you soon!



The Good Men Project
Climate
Change by the
Elements
LIVE CALL

Every Thursday 8 pm EST / 5 pm PST
Leaders: Thaddeus Howze & Carol Bluestein

Dial in: 701-801-1220 | Access code: 934-317-242

Talk to you soon!

CLIMATE CHANGE BY THE ELEMENTS: WATER, EARTH, AIR AND FIRE



The Good Men Project
Love, Sex, Etc.
Live Call

Leader: Nina Rubin
Every MONDAY 8 pm EST / 5 pm PST

Dial in: 701-801-1220
Access code: 934-317-242

Talk to you soon!

Social Interest Group LIVE CALLS Include:
#StopSexism, #StopRacism, Love, Sex Etc.,
and Environmental Activism.

Social Interest Groups FB only include:
Disposability of Men / Sports & Traumatic
Brain Injuries, Mental Wellness, Conscious
Intersectionality, Parenting, Human Rights
and Masculinity Detox

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

Diversity & Inclusion

Corporate training and workshops

THE
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Good Men Project Consulting offers diversity & inclusion workshops for corporations.

In today's business world, there is a growing need for organizations to build a diverse and inclusive culture and practices into their DNA. This is both an institutional and individual issue.

Our culture at work informs not only our daily lives as people, but the bottom-line of the businesses we lead. Organizations that lead in diversity and inclusion have substantially higher profitability, productivity, and customer satisfaction and lower employee turn-over.

Diversity and inclusion is not a "box-checking" exercise. It requires focus, intentionality, and engagement across a complex set of issues.

Nor can it be the province of a diversity committee or small sub-set of women or minority leaders. These issues run through every aspect of our corporate function and lives, from hiring and promotion to client delivery to our everyday behaviors in the hallways and conference rooms.

Diversity & Inclusion Training

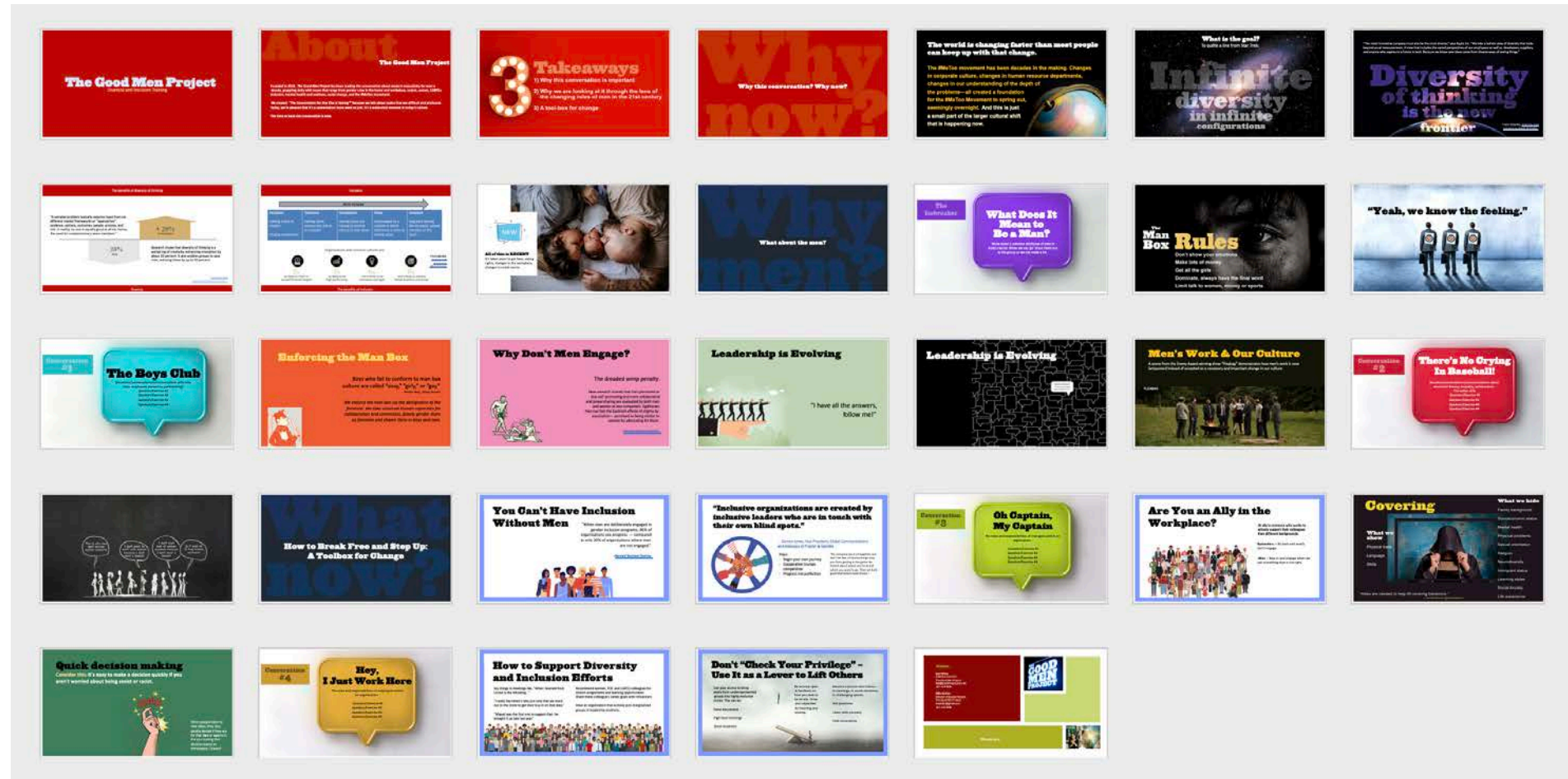


Pricing:

\$2500 for two-hour in-house diversity & inclusion workshop.

\$4000 for a half day in-house diversity & inclusion workshop

All workshops include two workshop leaders, presentation materials, and a custom toolbox.



Traffic and Engagement



Unique visitors per month

2 million

Pageviews per month

3.5 million

Engagement Metrics

Average time on site: 11 minutes

Pages per visit: 1.5

Returning Visitors: 42%

Total Pageviews Since Launch: 500 Million+

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

Our Audience

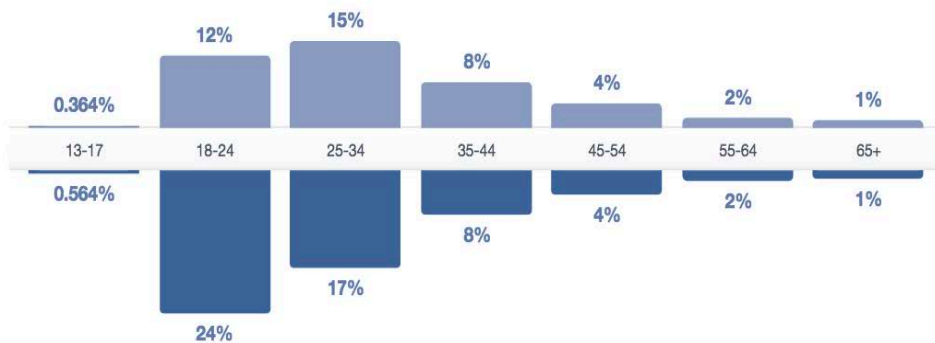


Women

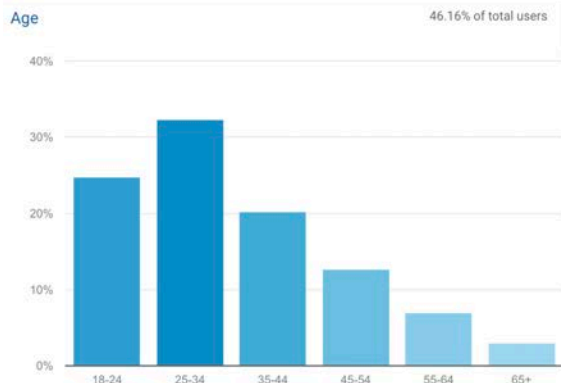
43%
Your Fans

Men

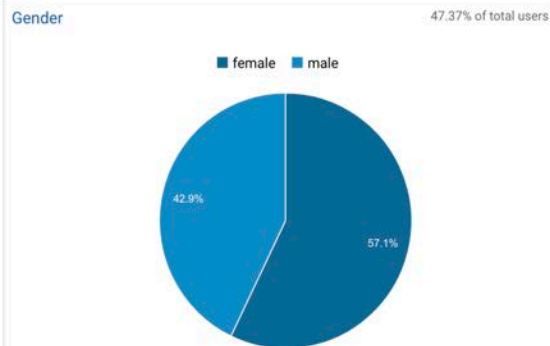
57%
Your Fans



Age

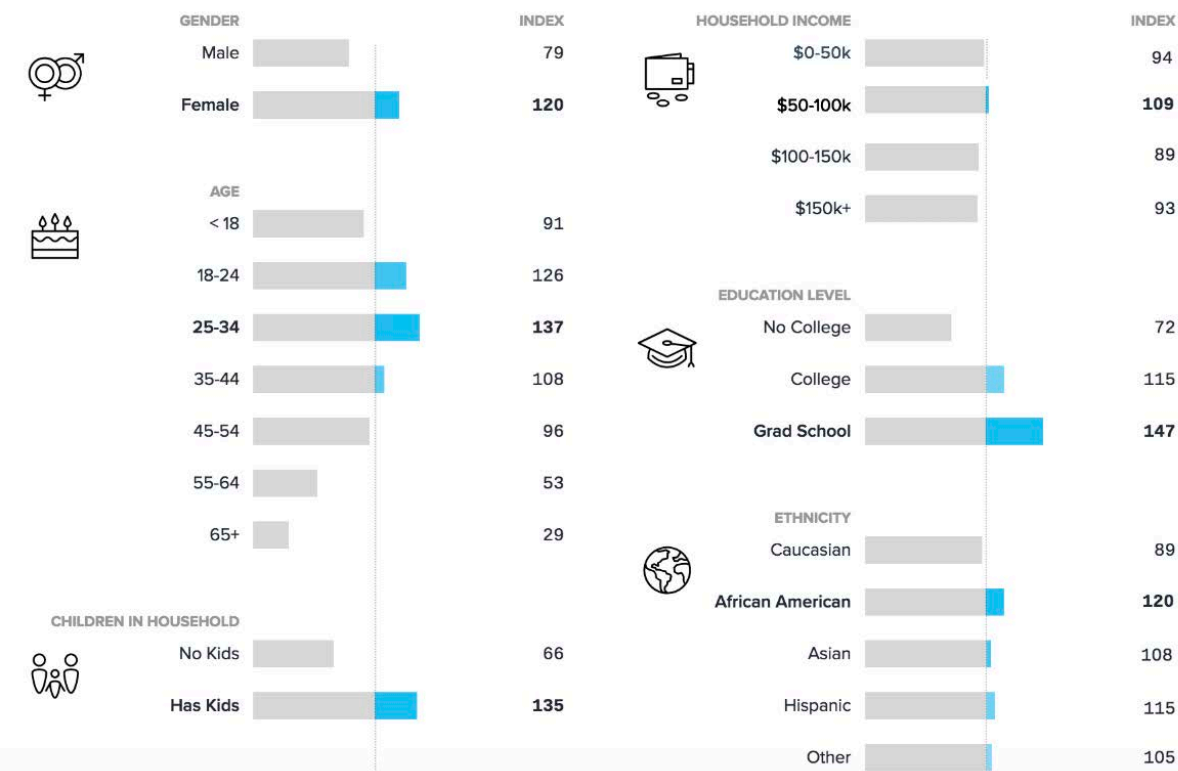


Gender



DEMOGRAPHICS

Demographics



Source: Quantcast, 2/2016

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



- 7,500 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 7 years running, we invite Premium Members and Author / Contributors to have a live conversation with the publisher

Contact:

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

Mike Kasdan,
Director of Special Projects
mkasdan@gmail.com
917-370-2998

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