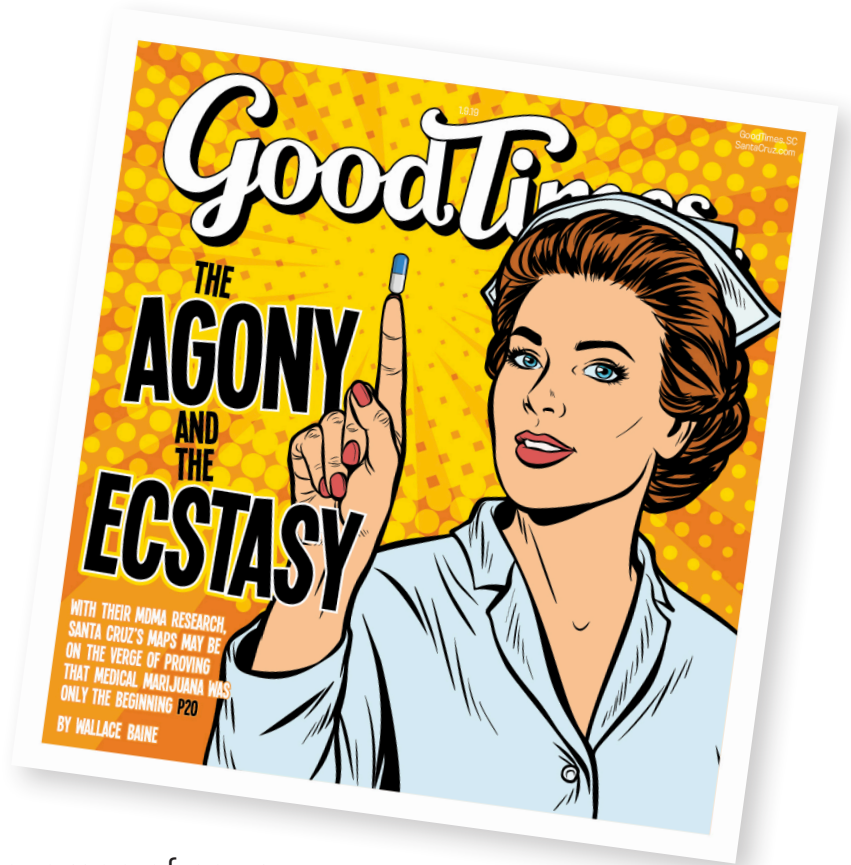


Good Times Delivers the Best of Santa Cruz County



Good Times leads the market as the locals' resource for insightful coverage of news, features, arts and entertainment, and the area's most comprehensive events calendar. In one of the most active communities in the nation, more than 69,000 readers choose Good Times each week as their connection to the dynamic Santa Cruz area lifestyle.

Well-designed, clean layouts help your message stand out on any page and offer a great value: the timeliness and affordability of a newspaper in the style of a large-format magazine.

The result is a more exciting read that influences the way residents engage with their community, spend leisure time and shop. This makes Good Times your best and most economic choice for print and digital advertising in Santa Cruz County.

GoodTimes

107 Dakota Avenue,
Santa Cruz, CA 95060
831.458.1100

More Reasons to Choose Good Times

Audited Distribution of 25,000

Good Times is targeted to reach its audience where they live, work, play and shop, at more than 650 high-profile locations. Circulation is continuously monitored and adjusted to promote maximum readership.

Advertisers Get Results

Good Times is a proven brand and a local institution that has delivered results for advertisers week after week for 40 years.

Extended Reach

Good Times offers advertisers the ability to reach both locals and visitors through the SantaCruz.com portal as well as access to neighboring residents through the valley's leading weekly, Metro Silicon Valley.

Advanced Digital Marketing Services

Our team's cutting edge knowledge of digital media promotion will ensure that your business is well-represented in print, on the web and in social media.

Socially Responsible Advertising

Good Times is printed at a LEED-certified facility committed to continually improving energy efficiency, water conservation and the use of renewable resources.



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Who's Reading Good Times?

The most widely read publication in Santa Cruz County, Good Times offers advertisers a primary benefit: a captive audience with desirable demographics. Who are they?



69,000 weekly readers
An average of **2.75** average
readers per issue

Age

21-24	7,700
25-34	17,325
35-44	23,100
45-54	25,988
55-64	11,550
65+	5,775

Income

Average: \$75,000	
\$50,000+	82,775
\$75,000+	55,825
\$100,000+	35,594

Education

Post-graduate with degree	14,438
College graduate	37,538
College, no degree	37,538

77,963 frequently purchase goods and services
from advertisers. In the next 12 months Good
Times' readers plan to spend money on:

84,700	Dining/Entertainment
36,575	Furniture/Home Furnishings
30,800	Home Improvement
38,500	TV/Electronics
58,682	Auto service/accessories
50,050	Lawn & garden
38,500	Florist
33,688	Cleaning services
49,088	Sports equipment
55,825	Vacations/travel
69,300	Men's apparel
77,963	Women's apparel
33,688	Children's apparel
28,875	Veterinarian
43,313	Health Club/fitness
68,338	Pharmacy

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Award-winning Journalism & Design

Good Times' award-winning reporting spans a wide array of subject matter. From coverage of the rich arts scene, events and nightlife to political news, food culture, recreation and more, Good Times is an indispensable source of information for residents and visitors alike.

California Newspaper Publishers Association

Better Newspapers Contest

Category: Weekly, 25,000 circulation and above

Education Coverage Finalist, 2015

Environmental Reporting Second Place, 2015

Coverage of Local Government First Place, 2014

Feature Story First Place, 2013

Agricultural Reporting Second Place, 2013

Sports Story Second Place, 2013

Page Layout and Design First Place, 2013

Feature Story Second Place, 2012

Breaking News Second Place, 2012

Front Page Design Second Place, 2012

Page Layout and Design First Place, 2010

General Excellence First Place, 2006

Business or Financial Story First Place, 2006

Special Issue First Place, 2005

Feature Story First Place, 2003

Environmental or Ag Resource Reporting Second Place, 2003

Column, Commentary, Criticism Second Place, 2006

Business or Financial Story First Place, 2002

Public Service Second Place, 2002

The logo for 'Good Times' is written in a stylized, cursive font. The word 'Good' is in a darker teal color, and 'Times' is in a lighter teal color. The letters are connected and have a slightly irregular, hand-drawn feel.

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