

the good life

The Good Life is about living an involved and engaged life filled with enthusiasm. Month after month *The Good Life* defines a sense of our community and brings readers together to explore our local culture. By publishing stories written with depth, wit, style and grace, *The Good Life* has captured an impassioned audience that gives the magazine its full attention, an audience that keeps the magazine an average of nineteen days and reads it thoroughly. No cursory glances, no flipping the pages while standing by the trash, no bird-cage liners.

The Good Life speaks to the issues of the day, reflects the hearts and minds that make up our community, and explores the things in life that really matter. In the world of Austin publications, readers are often served style without substance, but *The Good Life* delivers substance *with* style. As a result, *Good Life* readers respect our content, care about our stories, and are attentive to the voices within our pages.

Dedicated readers make dedicated customers. *Good Life* readers want to support businesses that support *The Good Life*. Our readers care about you because you are a part of their community too—*The Good Life* community.

The Good Life distributes 20,000 copies a month to more than 400 locations and enjoys a readership of 50,000. Politics, profiles, entertainment, fitness, alternative healthcare, the environment, gardening, fashion, pampering, food, healthcare, people, relationships, events, spirit—it's all in *The Good Life*.

As a *Good Life* client you will receive unparalleled customer service. No kid gloves here, we pull out the velvet! From creative ad design to successful positioning, we're at your service. We are cheerfully attentive to your needs, your schedule and your budget. We look forward to helping you achieve your marketing goals and assisting in growing your business.

And you can't have a good life without a little Gusto...

Gusto is an exciting section focusing on health, wellness and fitness. Join us while we explore the elements that comprise a whole, healthy life.

A healthy life is more than medical checkups and exercise (we all know we need those). It's about obtaining a greater sense of balance and wellness. And that includes taking care of mind, body and spirit. It includes good medical care, a suitable form of exercise, eating right (most of the time) and a good dose of happiness. From traditional and alternative medical care to defining well-being, we inform, inspire and delight our readers with *Gusto*.

The art of
good
health

GUSTO

***The Good Life isn't about lifestyle...it's about life.
It's a magazine for people with a passion for life.***

Call *The Good Life* today to reserve space, 236-1618.