MEDIA KIT 2018

THE WORLD’S LARGEST MINDFUL MEDIA SITE

elephantjournal.com
MISSION

Elephant is about “the mindful life”. We focus on yoga, organics, sustainability, conscious consumerism, enlightened education, the contemplative arts, adventure, bicycling, family…anything that’s good for us, our planet, and others. Let’s be of benefit—and have a good time doing so.
ELEPHANT JOURNAL IS THE WORLD’S LARGEST MINDFUL MEDIA WEBSITE SERVING 5M+ READERS/MO WITH 6M+ FANS ACROSS FACEBOOK, INSTAGRAM, AND TWITTER.
Elphant Journal readers are the active, affluent and choosey folks who have led the recent mindful revolution...or who are just now tagging along.

Tens of thousands of our readers are avid, loyal, paying subscribers. And all of our 5-7 million readers a month are a part of creating this rare brave voice in modern independent media.
AUDIENCE

5-7 MILLION
READERS EVERY MONTH

6+ MILLION
ON FACEBOOK (60+ VERTICALS)

5.6 MILLION
ON YOUTUBE

500K
ON 4 ACCOUNTS ON INSTAGRAM

212K
ON TWITTER
(NAMED #1 NATIONALLY FOR #GREEN)

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THE ELEPHANT READER

SALARY
- $50-100 (35%)
- $75-150 (30%)
- $100-250 (20%)

AGE
- Under 25 (6%)
- 25-34 (21%)
- 35-44 (26%)
- 45-60 (32%)
- Over 60 (15%)

70% Mindful Mamas 70% Cohabitate With Pets
89% Women 75% Tap into EJ Religiously

elephantjournal.com
THE ELEPHANT READER

**FOOD HABITS**
- All about organic! (37%)
- Vegetarian (24%)
- Paleo (14%)
- Vegan (12%)
- Gluten-free (17%)
- Local (44%)
- I’ll eat anything (41%)

**FOOD SHOPPING**
- Whole Foods (29%)
- Local Co-op/Farmer’s Market (48%)
- Conventional Supermarkets (68%)
- Costco/Sam’s Club (20%)
- Walmart (22%)
- Natural Grocers (30%)

72% Purchase wellness/nutrition products regularly
95% Favor intimacy/relationship topics
82% Frequent travelers
83% Interested in online personal development

75% Shop eco-fashion
75% Buy organic whenever possible
85% Into clean-green beauty
83% Use online resources for mindful practices

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"The biggest thing is ROI (return on a spend, or lifetime value/customer acquisition cost, depending on what world you’re speaking to): our campaigns have been consistently performing between 150% and 300% return for every dollar we spend. In addition, the quality of audience Elephant drives to our site (and the freshness over time) has made working with you extremely easy - the campaign we’ve been running for almost 18 months now is still nearly as performant as when we first began."

“This is tremendous! Been reviewing our numbers and have received an automatic doubled increase in downloads since a few days ago when it all went live. Thank you, again, for all the great work and dedication to making this relationship glorious!

“Partnering with Elephant Journal is what took our business to a new level. It gave us customers who are aligned to our business values, who have become lifetime customers and supporters of Lovepray jewelry."
ADVERTISING OPTIONS

- SPONSORED ARTICLE
- NEWSLETTER SPONSORSHIP
- SOCIAL MEDIA PROMOTION
- DISPLAY BANNER ADS
- TEXT AD PLACEMENT
- DEDICATED EMAIL
- THEMED GUIDES
- GIVEAWAY PROMOTION
- CUSTOM PROMOTIONS
- VIDEO

MINIMUM INVESTMENT $5,000

elephantjournal.com
Tell Elephant Journal readers your story, in your voice, with your photos and videos.

- Article featured on our Front Page for 4-6 weeks
- Article shared extensively on social media ... Facebook and Twitter—6+ million followers
- 1 Newsletter Sponsorship
- 2 Editorial Features in Newsletter
- One Instagram Share on our main handle

**RATE $5,000**

CLICK HERE FOR EXAMPLE SPONSORED POST

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NEWSLETTER SPONSORSHIP

An effective way to directly connect with our loyal readers and members.

• 245,000 newsletter subscribers
• 100% Share of Voice
• Two banner creatives:
  Banner #1: 600 X 250, Banner #2: 600 X 400
• 80 text characters under each banner
• ‘Powered By’ logo header

RATE: $1000/PER OR $750 FOR 4-PACK OR MORE

CLICK HERE FOR EXAMPLE OF NEWSLETTER

elephantjournal.com
Highest-level integration into Elephant channels.

• Facebook Live conversation w/ Elephant Journal Founder Waylon Lewis and your Company’s Spokesperson—unbiased and unfiltered. (20-30 minutes)

• FB live video shared on YouTube Channel and multiple Elephant Facebook pages tagging your company. (5+ million followers)

• Sponsored Article including FB Live video stays on main page for 3-4 weeks and shared extensively on social media. (Evergreen on site)

• 3 Instagram shout outs tagging your company

• 3 features in newsletter

RATE $9,000
elephantjournal.com
Ideal for brands looking to boost Instagram presence surrounding a campaign launch or newsy announcement.

Feature your brand on Elephant’s highly interactive Instagram pages:
Main page: (450K) + 3 specialty pages (40K)

**CHOICE OF:**
- Instagram Takeover (EJ takes over your brand’s Insta with promos on both pages)
- Instagram Share Bundle
- Instagram Stories: This feature incorporates short videos and images that disappear 24 hours after posting. Stories allows for a mix of posts: video clips as well as shots.
- Instagram Giveaway - 3 panel spread

**RATE: $7/CPM**
DISPLAY ADVERTISING

REGULAR DISPLAY
• $7 CPM
• Sizes: 300 x 250 mobile and desktop

MINIMUM BUY: $5,000

DESKTOP PAGE TAKEOVER
• 100% SOV
• Sizes: 140 X 600 px (each side)
• Rate: $50 CPM per page
TEXT AD PLACEMENT

Semi-endorsement language located in the most prominent location within all editorial posts.

80 CHARACTERS
GEO-TARGETING
+ A/B TESTING AVAILABLE

RATE: $7 CPM
THEMED GUIDES

Be featured in Elephant Journal’s quarterly themed guides, showcasing curated products leading the way in conscious consumerism.

MARCH | Reboot & Renew: Self-Care Guide
JUNE | Yoga & Ayurveda Lifestyle Guide
SEPTEMBER | Eco-Home Guide
DECEMBER | Annual Holiday Gift Guide

RATE: $2,750 PER GUIDE
Frequency Discounts Apply for multiple guides.

Layout and details to be furnished on individual specs sheets

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DEDICATED EMAIL DROP

Gain exclusive access to our 100% opt-In database of engaged mindful living enthusiasts.

- 245,000 subscribers
- 100% share of voice
- Direct click throughs to your site
- 3 Facebook shares
- 1 Instagram share

RATE $9000 Q1/RATE TBD Q2-4

We highly recommend a contest when applicable or strong call to action.

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THANK YOU

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