MEDIA KIT 2019

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.

elephantjournal.com
ELEPHANT JOURNAL IS THE WORLD’S LARGEST MINDFUL MEDIA WEBSITE SERVING 5M+ READERS/MO WITH 6M+ FANS ACROSS FACEBOOK, INSTAGRAM, AND TWITTER.
OUR READERS

AWARE. ETHICAL. CARING.

Elephant 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.

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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
89% Women
70% Cohabitate With Pets
75% Tap into EJ Religiouly
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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TESTIMONIALS

meetmindful

“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.”

“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.

“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!”
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

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Campaign begins with a one-on-one discovery call between Elephant’s Brand Content Editor and partner’s top PR advocate. Article is then crafted by our Ele-Editor, using key talking points provided by partner, assimilated to the Elephant platform.

• Evergreen Article will be crafted by Elephant’s Brand Content Editor
• Article will include copy (up to 1200 words), images (746 px width), and video (if so desired)
• 150K Text Ad Impressions (Text ads are geo-targeted, in a semi-endorsement language and appear within all editorial features).
• Two editorial inclusions in Newsletter
• One 100% Share of Voice Banner Ad Sponsorship of Newsletter + ‘Powered By’ Logo up top
• Article shared extensively on across EJ Facebook pages
• One Instagram story
• One Instagram post
• Slide carousel of featured products when applicable
• Featured on Hot on Elephant Status Sec tion on EJ site for one week.
• 100% share of voice Roadblock Display Ads on article page: sized TBD

RATE $7,500
NEWSLETTER SPONSORSHIP

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

- 100% Share of Voice
- Two banner creatives: Banner #1: 640 X 250, Banner #2: 640 X 400, Banner #3: 640 x 80
- 80 text characters under each banner
- ‘Powered By’ logo header
- Consistent subscriber growth (ask for current stats)

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

CLICK HERE FOR EXAMPLE OF NEWSLETTER

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INSTAGRAM OPPORTUNITIES

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

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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

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

**MARCH** | Self Care, Self Love

**JUNE** | Eco-Beauty & Living 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.
DEDICATED EMAIL DROP

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

- 100% share of voice
- Direct click throughs to your site
- 3 Facebook shares
- 1 Instagram share
- Consistent subscriber growth (ask for current stats)

RATE $10K Q1/RATE TBD Q2-4

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

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THANK YOU