



elephant JOURNAL

\*it's about the mindful life



[elephantjournal.com](http://elephantjournal.com)  
The world's most trusted mindful media site.

**MEDIA KIT 2020**



*Welcome potential partner.*

Elephant is the most influential and trusted mindful media brand on the web. We didn't build this street cred by publishing smoothie recipes and talking about yoga fashion — that's why tens of thousands of our readers pay, and paying readers are real, and serious readers.

**Why is our editorial boldness so essential to your advertising success?**

**TRUST.**

We have it, you want to leverage it and, like the 62% of clients who became repeat clients last year, you want to know you have a true media partner who manages your campaigns with heart and smarts. Just like in your business, if you don't renew — aka buy again — we failed.

Moral of the story — if you are a brand making the world a better place, you want to align yourself with the strongest brand in the mindful living space... that's us.



# MISSION

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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.

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# SOME FROM OUR PARTNERS



We are very happy over here. We've got 450 trials, which translates to almost 300 paying users, which means we've already made our money back, yay!

We also spent \$3k boosting your post and got AMAZING returns on it. Super pleased. Love this partnership!

*- Lizzie, Yoga Wake Up*



This team knows how to craft campaigns that resonate with their readers and have been instrumental in helping us reach our goals. Not only are they great to work with and create amazing content, they go out of their way to make sure your campaigns perform well. I was blown away with the level of service and dedication we received from them.

*- Steven, Shapr*



Working with Elephant Journal has been a major boon for our brand and our mission. Reaching out to like minded people and encouraging holistically healthier and more mindful lifestyles, Elephant Journal has become a key partnership for Comvita's Manuka honey products as we first featured our brand in their gift guide. We continue to find new ways to work together since we've seen such success!

*- Sarah, Comvita*



This looks beautiful! We are thrilled with the results! Wanted to share that the Nubian Heritage team loves the article, as well as the engagement on social. Thank you so much!

*- Melissa Miller, Nubian Heritage*



Working with Elephant Journal is nothing but an absolute pleasure. They were exactly what our brand was looking for in terms of the perfect audience. The customers we have obtained are a perfect fit to our family, and they have helped us reach levels we could have never imagined. We continue to welcome Elephant Journal readers, and their lovely staff into our ever growing Green Roads Family, and continue to stand behind the purpose of inspiring hope and restoring happiness.

*- Taylor, Green Roads*



"We've been working with EJ for around 7 months and it has gone extremely well. Very strong click engagement as well as conversions. Something we continue to test and optimize further into some of our busier times of the year. Very consistently responsive on what is needed to get things live!"

*- Kirk, Bark Box*



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.

*- Meet Mindful*



Your social strategy is unparalleled. I absolutely love what you're doing with the multiple channels on Facebook - it's really inspiring!

*- Jocelyn, Dame Products*



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.

*- Carolina, LovePray*



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 ET-EJ relationship glorious!

*- Andy, Elephant Talk*



"I've been working with Elephant Journal since 2016 and have been incredibly pleased with the results. The Elephant Journal team goes above and beyond to make sure that I am getting the branding, exposure, and sales (ROI) I need every time. It's been one of the biggest revenue streams for Zafuko and I intend to work with them for the long haul. The Elephant team has stellar service, superb communication, solid ethics, and extensive marketing knowledge. This is such a meaningful and rewarding partnership and has been instrumental in getting my startup off the ground.

*- Katia, Zafuko*



Holy shit, Khara this is IT. You nailed it! I almost want to cry it's so awesome.

*- Ana Verzone*



OMFG - totally forgot to say AMAZING job on the article! That's it! You've got some very very talented writers.

*- Beau, Sunday Scaries*



We have had a wonderful response from our sponsored post with Elephant Journal. We love the way you repurpose the post and change the title and photos. We also love that you post it on all of your incredible sites. Working with you has been a truly incredible and rewarding experience. Thank you for all of your help!

*- Dawn, Plush Beds*



Thank you for the wonderful coverage Elephant Journal gave to my 7 day FREE writing challenge, culminating in the competition to win a place in my Author Awakening Adventure online writing programme. Elephant Journal readers are just the people I wanted to reach.

I not only covered the costs of our advertising, but have made around \$5000 on top of that, so it was infinitely worth it. We have learned some valuable lessons from the campaign, and will surely be using the EJ again, if you'll have us.

*- Joanne Fedler*




Working with the Elephant Journal team has been nothing short of a positive experience. The EJ team has been willing to work with me on the creatives that would work best with their audience to ensure the success of my campaigns. Their ability to set the stage to test new materials to find out what works well with their niche audience ensures the most success possible for both Elephant Journal and for us. As a direct marketing company, this sort of interaction and strategy planning is instrumental to our success and it is because of the resulting very positive results that we've seen, that we continue to do media buys with Elephant Journal.

*- Hannah, Dr Gundry*



Elephant is a rare find - a partner who, for over 4 years, consistently aligns the right channels on their end with our campaigns and works with us diligently until we achieve our objective. What we like most about working with Elephant is their curiosity and willingness to iterate with us across multiple products and campaigns bringing us a robust and consistent ROI.

*- Chelsea, Foria Wellness*

A man and a woman are sitting on a rocky ledge, looking out over a city at sunset. The man is on the left, wearing a light blue t-shirt and sunglasses, looking towards the right. The woman is on the right, with long dark hair, looking towards the left. The city below is bathed in the warm, golden light of the setting sun. The text is overlaid in the center of the image.

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ELEPHANT JOURNAL IS THE  
WORLD'S LARGEST MINDFUL  
MEDIA WEBSITE SERVING **5M**  
**+ READERS/MO** WITH  
**10M+ FANS** ACROSS  
FACEBOOK, INSTAGRAM,  
AND TWITTER.

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# OUR READERS

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## **AWARE. ETHICAL. CARING.**

Elephant Journal readers are the active, affluent and choosy 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

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**5 MILLION**

READERS EVERY MONTH

**10+ MILLION**

ON FACEBOOK (60+ VERTICALS)

**5.6 MILLION**

ON YOUTUBE

**700K**

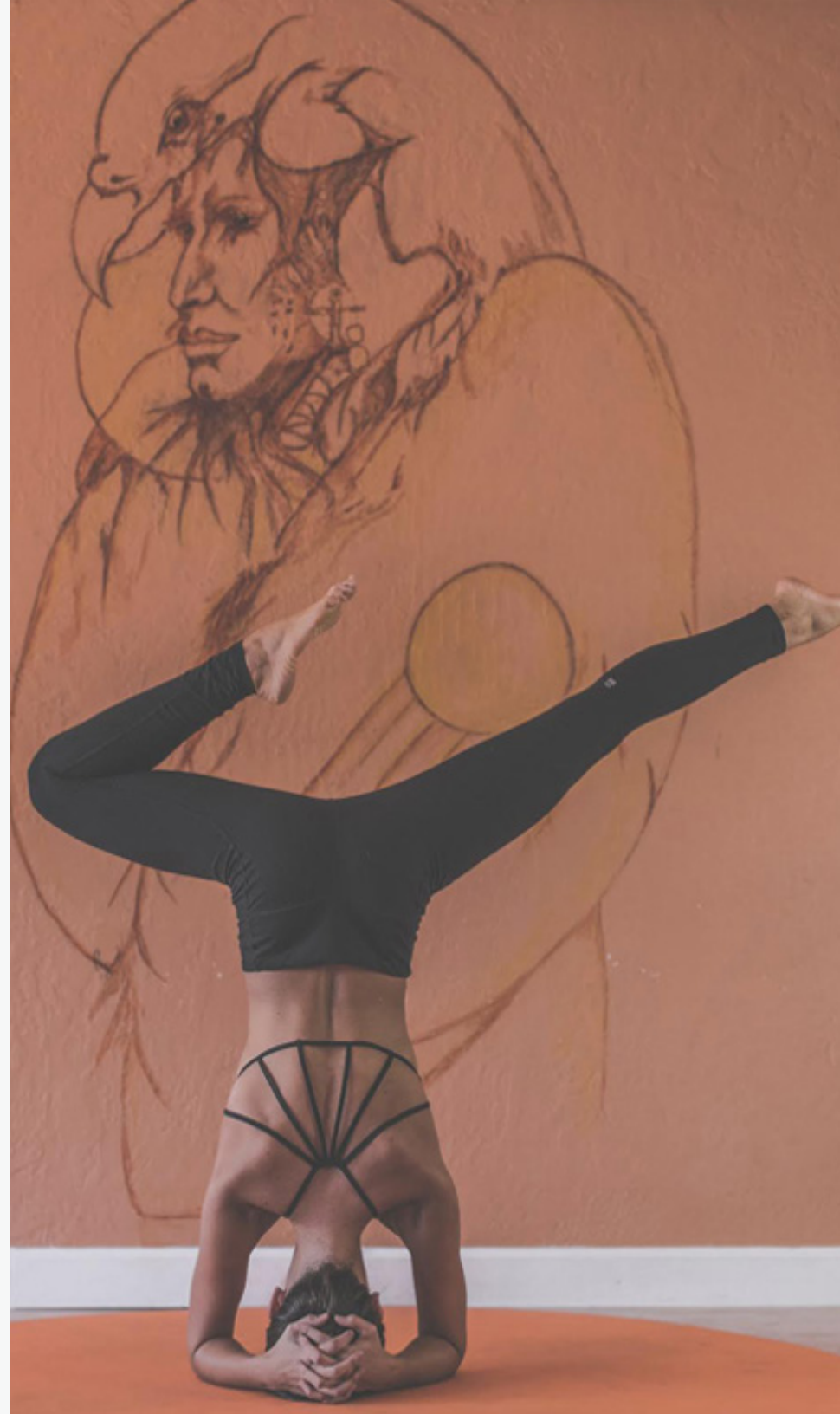
ON 5 ACCOUNTS ON INSTAGRAM

**200K**

ON TWITTER

(NAMED #1 NATIONALLY FOR #GREEN)

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# THE ELEPHANT READER

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## 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%)

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70% Mindful Mamas

70% Cohabitate With Pets

89% Women

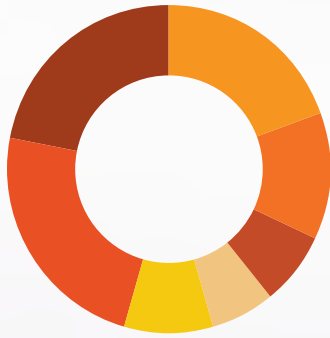
75% Tap into EJ Religiously

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# THE ELEPHANT READER

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## 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%)

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**72%** Purchase wellness/nutrition products regularly

**95%** Favor intimacy/relationship topics

**82%** Frequent travelers

**83%** Interested in online personal development

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**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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# ADVERTISING OPTIONS

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- > 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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# SPONSORED POST



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)
- 1-day (24 hr) text banner: top of site, every page. 150K Impressions
- 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 Section on EJ site for one week.
- 100% share of voice Roadblock Display Ads on article page: sized TBD

**RATE \$7,500**

EXAMPLE SPONSORED POST

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# NEWSLETTER SPONSORSHIP

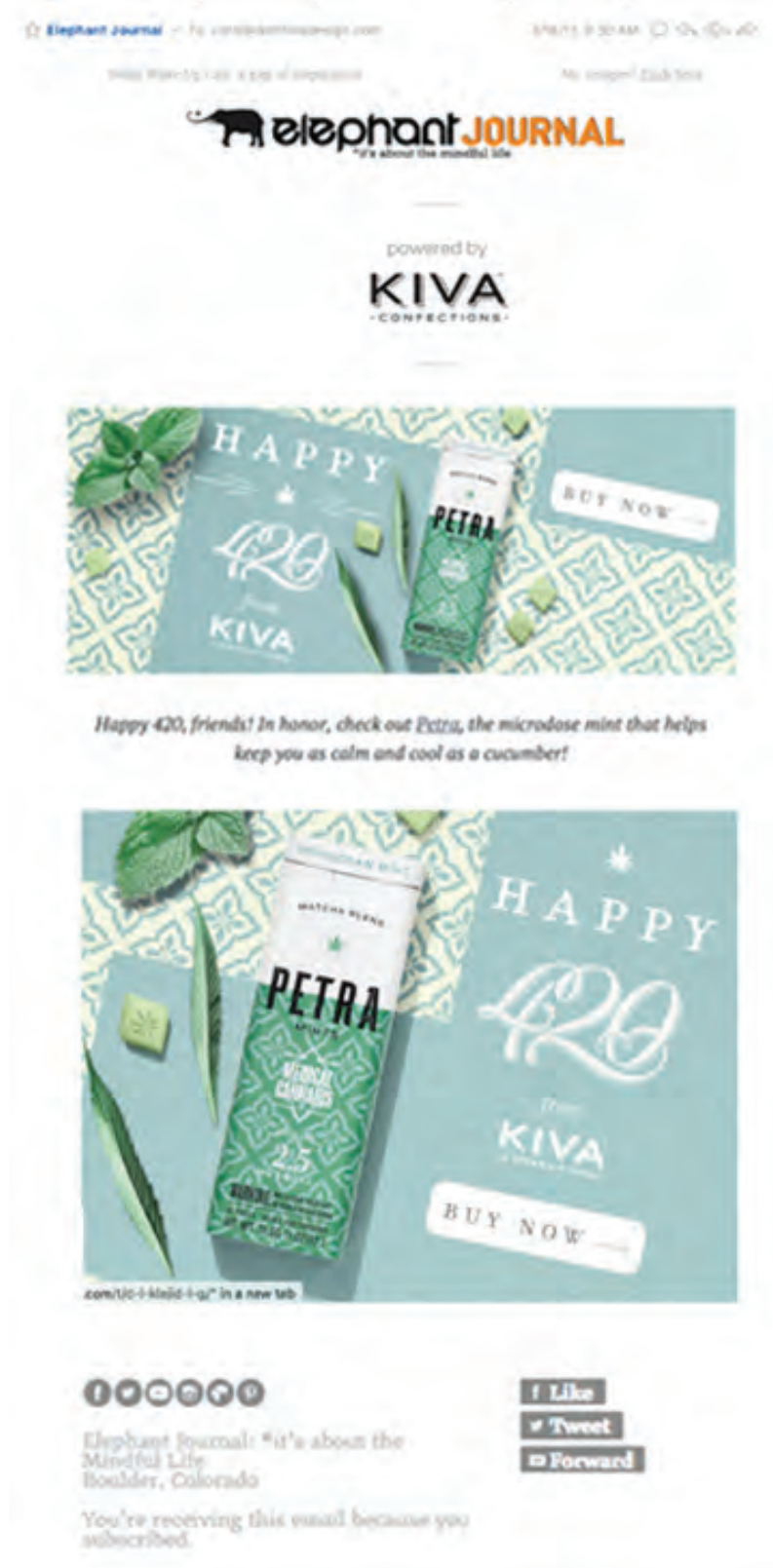
An effective way to directly connect with our loyal subscribers.

- 100% Share of Voice
- 480px X 360px Image
- 450 Text Characters
- 'Powered By' logo header
- Offer exclusive deal for EJ readers

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

**CLICK HERE FOR EXAMPLE  
OF NEWSLETTER**

[elephantjournal.com](http://elephantjournal.com)





# SOCIAL PROMOTION

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## 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 \$10,000**

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# INSTAGRAM OPPORTUNITIES

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**Ideal for brands looking to boost Instagram presence surrounding a campaign launch or newsy announcement.**

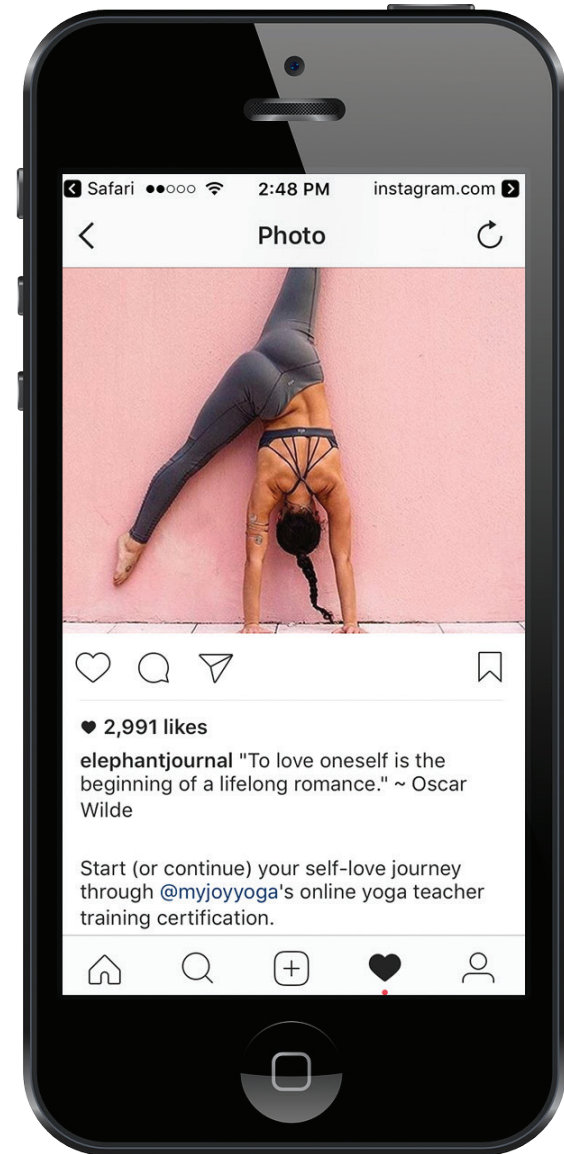
Feature your brand on Elephant's highly interactive Instagram pages:

Main page: (675K) + 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**



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# 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**



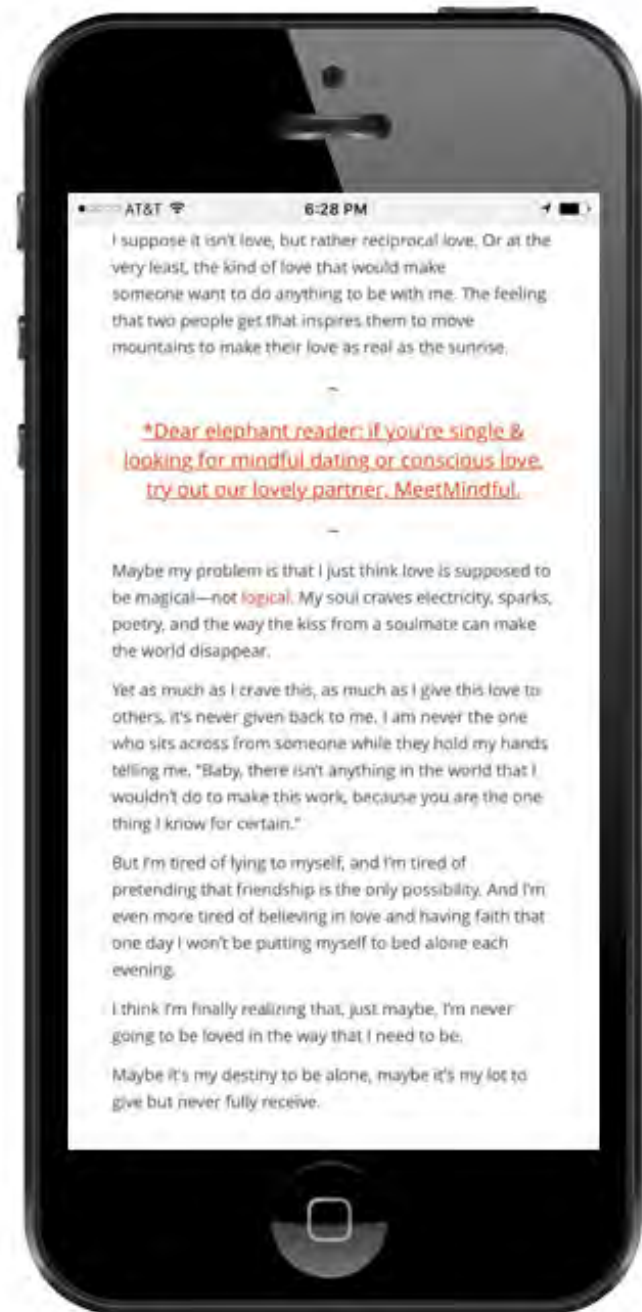
"The preparation of food also serves the soul in a number of ways. In a general sense, it gives us a vehicle, untimely opportunity to exercise purity, to see just and to regenerate, the just, measure and proportions, and watch for feeling and creating, the can become absorbed in the sensual contemplation of colors, textures and tastes as, the alchemists of the kitchen, we mix and stir just the right proportions. The colors and the smells can take us out of 'real' time, which can be so absorbing, and lift us into another time and space altogether, the time of myth created by cooking. The kitchen is one of the most soulful rooms in a house, after the center of family life." - Thomas Merton, from The Invention of Solitude

**\*Dear elephant reader: if you're single & looking for mindful dating or conscious love, try out our lovely partner, MeetMindful.**

I love the above quote because it links food with soul.

Eating should be soulful and nourishing, not only for our physical bodies, but also for our spiritual, **eternal**, and emotional bodies as well.

Incorporating **Acure** into my lifestyle has been a journey into mindful eating. It is said that Acure is,



# 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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**elephant JOURNAL**  
It's about the mindful life

 Dear Sunshine,

Elephant only works with, and supports, mindful businesses of interest to you. So we're honored to share our pals at BarkBox on a free giveaway.

Yours in the Vision of  
Enlightened Society,  
Waylon H. Lewis, editor-in-chief.

**WIN FIVE YEARS of FREE BarkBox?!  
Holy shih-tzu.**



**BARKBOX** ENTER TO WIN  
*BEST. PRIZE. EVER.*

*At BARK, we know that dogs aren't pets; they're family. Our people, crazy dog people, believe that their dogs deserve the best. The best treats, the best toys, the best spot to sleep. Together, we're driven to be the people our dogs think we are. That's why we're running this giveaway—for you and your best friend.*

*Win a 5-year subscription to BarkBox!*

*What's in each box? Monthly themed (cleverly!) all-natural treats and delightful toys to bring joy to dogs*

- **Grand Prize:** 5 years of BarkBox—for free!
- **5 Runner Up Prizes:** 1 year free of BarkBoxes!

ENTER TO WIN

Want to read an Elephant partner article about a surefire way to make your pup really truly happy? [Click here.](#)

ELEPHANT JOURNAL'S ETHICAL HOLIDAY GIFT GUIDE

The best presents—the ones that you remember from your childhood—have a story to them. Here are a few meaningful, elegant, simple, fun gifts we've found from around the world.



**2 CORK YOGA BLOCKS**

Feeling yourself frustrated with lack of flexibility in yoga class? Here's a fix for that! The Precision Cork Yoga Blocks are designed specifically to expand your reach in challenging yoga poses. Sturdy yet soft, natural cork yoga blocks are ideal for beginners or when you need a little assistance.

[BUY NOW](#)



**MANTRA LEGGING IN VECTOR PRINT**

Beautiful women's yoga inspired Mantra Legging in vector print by SATYK. Legging is made from an organic cotton jersey and lycra blend. Super soft feel and strategic stitching at key bending areas with a high waist.

[BUY NOW](#)



**BIDET ATTACHMENTS**

Tushy is a sleek bidet that clips onto any standard toilet and sprays your butt super clean! A spray of water post-poop helps prevent chronic issues such as hemorrhoids, UTIs and yeast infections and helps save 15 million trees that are killed each year to make toilet paper. Tushy results in minutes & hurts without electricity.

[BUY NOW](#)



**MEMPHIS — RUSSET — POLARIZED DARK GREY ELLUME**

MEMPHIS harnesses Back to a bygone time, while reimagining an era yet to come, a tone of style, insight, and deep stories. Made from exclusive cotton-based M49 biodegradable material, the roots of MEMPHIS run deep, while its legend blossoms on the surface. Accidentally drop the MEMPHIS in the mud & it will be gone in 18 months.

[BUY NOW](#)



**WHIST MALAS WITH TIBETAN GURU BEADS**

27 bead wrist mala bracelets, made with Elephant Jasper, Lapis Lazuli, Amethyst, African trade beads and a handmade Tibetan guru bead. Benefits from the healing power of gemstones, medicine and mantras your intentions in sight, with these cool bracelets. Made with responsibly sourced materials in La Jolla, California.

[BUY NOW](#)



**KEEPCUP SUMAC**

Made from fully composted soda lime glass, KeepCup Brew Cork Edition features a natural cork band. Using waste product from the wine cork manufacture, the band is beautiful to hold, and over time its patina will tell the story of your use. The cork band is natural, recyclable and biodegradable.

[BUY NOW](#)

# HOLIDAY GIFT GUIDE

**RATE: \$2700**

Highlighting the best-of-the-best in the mindful living space to bring light, exposure, branding and sales to companies that are offering the most eco, meaningful and mindful products/ services that will truly be of benefit.

**EXAMPLE: ANNUAL HOLIDAY GIFT GUIDE**

Guide is featured and shared cheerfully and extensively on all Elephant channels from launch to December 25th.

**WHAT'S INCLUDED?**

- Product Image(s) — with the opportunity to feature more than one product.
- Product description (300 character limit) to include exclusive offer to EJ readers.
- Call-to-Action — 'LEARN MORE' button
- UTM for product landing page.
- Multiple dedicated Facebook posts showcasing your featured product, tagging your brand and linking to your product and the Guide.
- 1 Instagram Story
- Your product featured in one dedicated email featuring the showcased products in the guide (100K subscribers).

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# CO-SPONSORED CAMPAIGN

2-week campaign: Promote special offers, exclusive events, product launches, \*giveaways and more, guided by our team, across Elephant Journal platforms.

- Discovery call with Elephant Journal team to assess objectives.
- Promotional landing page created & designed by EJ
- Special deal (CTA) for EJ readers
- Campaign placement on top custom banner of all pages on site (100K impressions)
- Top of site text banner (1 day)
- Product slide carousel on landing page
- Extensive FB sharing to 5 million followers
- 1 Instagram Post + 1 Story (500K followers)
- 1 Newsletter Sponsorship (300K subscribers)
- 1 Newsletter Editor's Intro Note by Waylon Lewis, EJ Founder
- 1 Newsletter Editorial

\*Ask about our giveaway fulfillment component.

**RATE \$6,000**

EXAMPLE CAMPAIGN

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THANK YOU

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