



# MEDIA PLANNER {2020}



# Who Are We?

THE ELEPHANT IN THE ROOM IS CANCER.  
TEA IS THE RELIEF CONVERSATION PROVIDES.

*Elephants and Tea* is the only magazine written for and by adolescent and young adult (AYA) cancer patients, survivors and caregivers telling their stories in their own words.

Our goal is to help the AYA cancer community experience relief through self-expression, inspire others during their cancer journey and to connect them with supportive organizations across the nation.

All of our stories and information are free to all - both on our website and our quarterly print magazine.

Elephants and Tea is a brand owned and operated by the Steven G AYA Cancer Research Fund (SGAYA). SGAYA is a non-profit 501©3 tax exempt company. All revenues support advocacy, research, wellness kits to patients and keeping Elephants and Tea free to those that need it.

## TARGET AUDIENCE:

AYA CANCER  
PATIENTS AND  
SURVIVORS

PARENTS AND FAMILY  
MEMBERS OF CANCER  
PATIENTS AND SURVIVORS

CAREGIVERS WITHIN  
THE AYA CANCER  
COMMUNITY



ELEPHANTS AND TEA IS THE  
ONLY MAGAZINE FOCUSED  
SOLELY ON **AYA CANCER**  
PATIENTS, SURVIVORS AND  
CAREGIVERS.

**AYA** = ADOLESCENT &  
YOUNG ADULT

AGE RANGE:

**15 TO 39**

**AYA CANCER IS OFTEN:**

- ◆ THE RAREST CANCERS
- ◆ MOST DIFFICULT TO TREAT
- ◆ MOST DIFFICULT TO CURE
- ◆ VERY AGGRESSIVE
- ◆ LIFE THREATENING
- ◆ LIFE ALTERING

AYA cancer survivors often are afflicted with secondary effects that will alter the course of their life and productivity in our society.

**AYA CANCER DIAGNOSES:**

**80,000** in the  
USA  
alone  
**EVERY YEAR**

# Your Advertising Dollars at Work

Every advertising dollar and donation raised by *Elephants and Tea* goes towards our parent company, the Steven G AYA Cancer Research Fund, which is a non-profit 501(c)(3) tax exempt company.



## WHAT YOUR ADVERTISING DOLLARS PROVIDE:

ONE FULL PAGE AD GIVES A HOSPITAL OR CANCER SUPPORT GROUP A YEARLY SUBSCRIPTION OF *ELEPHANTS AND TEA'S* QUARTERLY MAGAZINE.

ONE WEEKLY NEWSLETTER SPONSORSHIP GIVES 8 PATIENTS IN NEED A NEW WELLNESS KIT DURING TREATMENTS.

ONE SPONSORED CONTENT PROVIDES 80 NEW INDIVIDUALS A YEARLY SUBSCRIPTION OF *ELEPHANTS AND TEA'S* QUARTERLY MAGAZINE.

## HOW THE MAGAZINE IS BEING USED

- Discussion starters in support groups with patients and their families
- Onboarding tool for new and current patients to learn what resources are available
- Remission guide for those finishing treatments
- Handouts at cancer conferences and symposiums
- Resource for radiology and doctor waiting rooms and lounges

Would you like to Donate?

[CLICK HERE](#)

# Connections

## MAGAZINE CIRCULATION

### DISTRIBUTION:

**3,000**  
AND GROWING

### FREQUENCY:

**4 X**  
A YEAR

### ANNUAL REACH:

**12,000\***  
AND GROWING

\* INCLUDES BULK PRINT SUBSCRIPTION SHIPMENTS **TO HOSPITALS** AND **THEIR PATIENTS**  
ACROSS THE UNITED STATES, INCLUDING THESE **TOP-RANKED HOSPITALS:**

(Rankings according to US News 2018)



MD Anderson Cancer Center  
(#1 ranked cancer hospital)



Dana Farber Cancer Institute  
(#4 ranked cancer and  
#3 children's cancer hospital)



Moffitt Cancer Center  
(#8 Ranked Cancer hospital)



Northwestern Medicine  
(#12 ranked cancer hospital)



USC Norris Comprehensive  
Cancer Center  
(#17 ranked cancer hospital)



The James Cancer Network,  
The Ohio State University  
(#20 ranked cancer hospital)



Cleveland Clinic  
(#5 ranked cancer hospital)



Seattle Cancer Alliance  
(#7 ranked cancer and  
#15 children's cancer hospital)



Cincinnati Children's  
(#1 ranked children's cancer hospital)



Nationwide Children's Columbus  
(#5 ranked children's cancer hospital)



Los Angeles Children's Hospital  
(#9 ranked children's cancer hospital)



University Hospital/Rainbow  
Babies & Childrens Cleveland  
(#28 ranked cancer and #22 children's  
cancer hospital)

...and many others

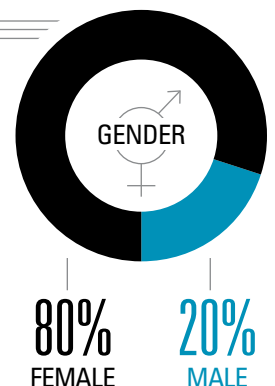
## DIGITAL REACH

**3,000+**  
SOCIAL MEDIA FOLLOWERS  
AND GROWING

INCLUDES TWITTER, FACEBOOK AND INSTAGRAM

**3,000+**  
NEW USERS A MONTH  
AND GROWING

WEBSITE TRAFFIC



# Be Heard. Join the Herd

*"The magazine is going great! It seems like our adolescents and young adults are enjoying other patients' stories. We also provided them to our Young Adult Oncology Group and it was well received, especially since someone they knew had written in it."*

- JOCELYN MORIN, SURVIVORSHIP COMMUNITY NAVIGATOR,  
CHILDREN'S HOSPITAL OF WISCONSIN

*"They are great. We have distributed almost half of them already. Our staff are really interested in reading them as well. Thanks again and what an awesome publication."*

TYLER KETTERL, MD, MS, HEMATOLOGY-ONCOLOGY,  
SEATTLE CHILDREN'S

*"THEY ARE SPECTACULAR ABSOLUTELY BEAUTIFUL. I CANNOT WAIT TO BRING THEM TO OUR RESOURCE CENTER AND SUPPORT GROUP ON MONDAY. NICK, TRUE TALENT EXISTS HERE. I AM ABSOLUTELY IN AWE!"*

- TAMMY WEITZMAN, MSW, LICSW, CLINICAL ONCOLOGY SOCIAL WORKER,  
HEMATOLOGY ONCOLOGY, SEATTLE CANCER CARE ALLIANCE

*"WE ARE LOVING THE MAGAZINE! I HAVE BEEN GIVING IT TO PATIENTS AND IT HAS BEEN A GREAT CONVERSATION STARTER. WE CAN'T WAIT FOR THE NEXT ISSUE."*

- BRYNN FOWLER, AYA PROGRAM MANAGER, UCHICAGO MEDICINE

*"The magazines are a huge hit! They look amazing and everyone has been loving them."*

- WHITNEY B. HADLEY, MA, MSW, LSW, AYA SUPPORT SPECIALIST AND  
COMMUNITY OUTREACH COORDINATOR, ANGIE FOWLER ADOLESCENT & YOUNG  
ADULT CANCER INSTITUTE

*"OMG. THIS EDITION WOULD HAVE BEEN SUPER HELPFUL AS I WENT TO COLLEGE 3 MONTHS AFTER I FINISHED CHEMO THE FIRST TIME AND THEN I WENT BACK AFTER MY RELAPSE WHEN I WAS STILL GETTING RADIATION DAILY. WOW. THIS IS INCREDIBLE, I'VE SUBSCRIBED TO EMAILS & PRINT ALREADY!"*

- CANCER SURVIVOR AT THE CLEVELAND CLINIC

*"Thank you SO much for putting my words, thoughts and feelings out there for others to read, feel and somehow be a part of. I greatly appreciate this opportunity! If I could have a grown up Make-a-Wish this would definitely be it!"*

- JESSICA, SURVIVOR AND CONTRIBUTOR

*"I love the magazine! I have been passing it out to at my AYA clinic. I have also forwarded them to our AYA staff. I like the articles, they are insightful and right to the point. Keep up the great work!"*

KRISTINE DIENER, LISW-S, JAMES  
OUTPATIENT SOCIAL WORKER,  
HEMATOLOGY

# 2020 Editorial Calendar

## QUARTERLY PRINT MAGAZINE

Quarterly Magazine Launch Dates: 1st week of the months below.

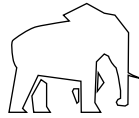
ISSUE 1 - MARCH 2020:	STUCK IN THE TIME BUBBLE: FRIENDS AND FAMILY MOVING ON
ISSUE 2 - JUNE 2020:	SURVIVORSHIP: LIVING WITH CANCER
ISSUE 3 - SEPTEMBER 2020:	WELLNESS AND NUTRITION
ISSUE 4 - DECEMBER 2020:	TRANSITION BACK TO "REAL LIFE"

## ONLINE EDITORIAL CALENDAR

JANUARY 2020:	A NEW YEAR. A NEW ME
FEBRUARY 2020:	CHEMO BRAIN
MARCH 2020:	FRIENDS - NEW AND OLD
APRIL 2020:	OUTDOORS/WORKING OUT
MAY 2020:	STRESS MANAGEMENT
JUNE	SURVIVORSHIP
JULY 2020:	PARENTS/CAREGIVERS
AUGUST 2020:	SEXUALITY
SEPTEMBER 2020:	WELLNESS AND NUTRITION
OCTOBER 2020:	BREAST CANCER
NOVEMBER 2020:	PROFESSIONALS
DECEMBER 2020:	CAREERS AND COLLEGE



# Advertising Packages



## THE ELEPHANT PACKAGE – \$14,000

4 full page interior ads

---

4 The Herd Weekly newsletter  
newsletter exclusive sponsor

---

Sponsor Elephants and Tea Content  
of your choosing – 6 total

---

4 social post on Twitter,  
Instagram and Facebook

---



## THE TEA PACKAGE – \$7,500

2 full page interior ads

---

2 The Herd Weekly newsletter  
newsletter exclusive sponsorship

---

Sponsor Elephants and Tea Content  
of your choosing – 2 total

---

4 social post a month on Twitter,  
Instagram and Facebook

---



# Sponsorship

## SPONSORED CONTENT

\$2,000

### INCLUDES:

PREMIUM BRANDING PLACEMENT

PLACE ON HOMEPAGE FOR 2 WEEKS

SEARCHABLE ON SITE FOREVER


INCLUDED IN ONE MAGAZINE ISSUE – PRINT AND DIGITAL

FEATURED IN ONE WEEKLY NEWSLETTER

PROMOTED ON SOCIAL MEDIA


## NEWSLETTER SHOUT OUT

\$1,000



Sponsored by  
**abridge**

### The Best App for Remembering What Your Doctor Said



BY ERIN LEIBOWITZ  
November 21, 2019  
[View more posts from Erin Leibowitz](#)

Share This:

[f Share](#)[T Tweet](#)

I was diagnosed with metastatic neuroendocrine cancer 1,679 days ago. Six weeks before starting a job in another country, five weeks before my 30th birthday, three weeks before completing my masters degree, and three days before surgery to remove said cancer. That was the day they told me that the "spot" of cancer was actually not A spot, but rather SPOTS, and that they would not be able to get it all. Those first few weeks following surgery were a haze, and I remember almost nothing from my early appointments, except a sense of frustration and feeling totally overwhelmed by this new reality. How could I have incurable cancer? At 29?


The road to my diagnosis was long and winding. Neuroendocrine (Net) cancer is uncommon and can originate almost anywhere in the body. Mine started in my pancreas and had metastasized to my liver by the time it was found. Net cancer can produce an array of hormones, which cause it to masquerade as a number of other conditions. I knew

EXCLUSIVE:

HOST 1 SPONSORED  
CONTENT WITHIN  
OUR WEEKLY  
NEWSLETTER + BE  
LISTED AS "THIS  
WEEK'S NEWSLETTER  
IS BROUGHT TO YOU  
BY [YOUR COMPANY  
NAME]"


See past issues

[CLICK HERE](#)



### Dear Cancer Letters - Week #5

Elephants and Tea's Weekly Newsletter - Sharing the New AYA cancer Stories and Tips of the Week.



*We Beat Cancer*  
Karen Costa

Dear Cancer,


I beat you. You tried kicking me down multiple times, but I beat you... my husband beat you, my kids beat you, my family beat you, my friends beat you.

You see, when I was too weak to hold my head up, my family and friends surrounded me and protected me from you. They gave me strength to live while you were trying to make other plans for me. You put a label on my forehead... and I HATE labels. You made me into a person I didn't like... [Keep Reading](#)

[We Beat Cancer Together](#)

---

*Broken But Not Defeated*  
Candice B...





# Print Advertising

A LA CARTE PRICING



POSITION / SIZE	1X	2X	3X	4X
INSIDE FRONT/BACK COVER / <b>FULL PAGE</b>	\$3,400	\$6,600	\$9,800	\$13,000
BACK COVER / <b>FULL PAGE</b>	\$3,900	\$7,600	\$11,300	\$15,000
INTERIOR / <b>2-PAGE SPREAD</b>	\$2,400	\$4,600	\$6,800	\$9,000
INTERIOR / <b>FULL-PAGE</b>	\$2,000	\$3,750	\$5,500	\$7,000

## TECHNICAL SPECIFICATIONS

### PUBLICATION TRIM SIZE: 8.5" X 11"

#### FULL-PAGE, WITH BLEED:

8.5" X 11" TRIM + .125" BLEED ON ALL SIDES = 8.75" X 11.25"

#### FULL-PAGE, NO BLEED (FLOATING):

8.5" X 11" TRIM - .25" MARGIN ON ALL SIDES = 8" X 10.5"

#### HALF-PAGE, WITH BLEED:

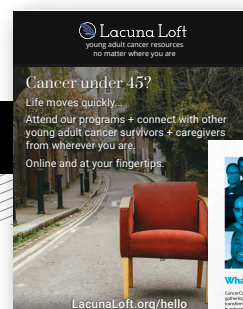
8.5" X 5.5" TRIM + .125" BLEED ON ALL SIDES = 8.75" X 5.75"

#### HALF-PAGE, NO BLEED (FLOATING):

8.5" X 5.5" TRIM - .25" MARGIN ON 3 SIDES = 8" X 5.25"

### FILE REQUIREMENTS:

- High-resolution, press-ready PDF is the preferred format for all ads.
- Ads must be in final print size including bleeds, if applicable.  
(See trim and bleed size chart above.)
- Fonts must be embedded in file
- File must be saved using the "Press Optimized" setting
- Resolution on all images must be at least 300 ppi
- Colors must be CMYK
- Email ads to Nick@elephantsandtea.com



Keep live materials  
(text, logos) .25" in from  
the ad trim edges to  
avoid getting cut off  
during the magazine  
trimming process.

### Production Services:

Ads requiring  
typesetting, reduction,  
enlargement, or layout  
work are subject to  
additional charges.  
Layout and production  
services are available  
at \$80 per hour.

# Custom Magazines



## CONTACT NICK FOR PRICING

Let *Elephants and Tea* do the heavy lifting in creating a beautiful custom magazine for your marketing needs. These custom magazines work great for:

- Conferences
- Personalized content
- Brand awareness

\*Pricing will vary depending on page count and amount of copies



---

ELEPHANTS AND TEA WILL CREATE AND PROVIDE THE CONTENT AND DESIGN OF THE MAGAZINE

---

---

OPPORTUNITY TO SELL ADVERTISEMENTS TO COVER CUSTOM MAGAZINE COST

---

---

PROVIDES NEW VALUE AND SUPPORT TO YOUR BRAND AND ORGANIZATION

---

---

CREATES CREDIBILITY AS A THOUGHT LEADER IN ADOLESCENT AND YOUNG ADULT CANCER

---

---

NUMBER OF PAGES AND COPIES WILL VARY

---



*Elephantsandtea.com*



THE ELEPHANT IN THE ROOM IS CANCER.



TEA IS THE RELIEF CONVERSATION PROVIDES



FOR MORE INFORMATION ON ADVERTISING  
OPPORTUNITIES CONTACT NICK GIALLOUARKIS  
AT *NICK@ELEPHANTSANDTEA.COM*