



LIVING WELL  
WITH EPILEPSY™

# 2018 MEDIA KIT

LIVINGWELLWITHEPILEPSY.COM



Founder: Jessica Keenan Smith



**Contact:** Jessica Keenan Smith  
Founder, Living Well With Epilepsy  
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## ABOUT US

Living Well With Epilepsy is a leading source of news, culture, entertainment, beauty, fashion, fitness and healthcare for the millions around the world living with and affected by epilepsy. Since 2009, we have been sharing personal stories of healthcare and treatment options, family and relationships, lifestyle and wellness tips, and food and fitness ideas, travel and dating successes (and failures), and so much more.

## READERSHIP

**120K**  
**Pageviews/**  
**Year**

**500K**  
**Social**  
**reach**

**10K**  
**Pageviews/**  
**Month**

**75%**  
**Female**  
**readers**  
**18-44**

**57%**  
**View site**  
**on mobile**

**9+ years**  
**in the**  
**community**

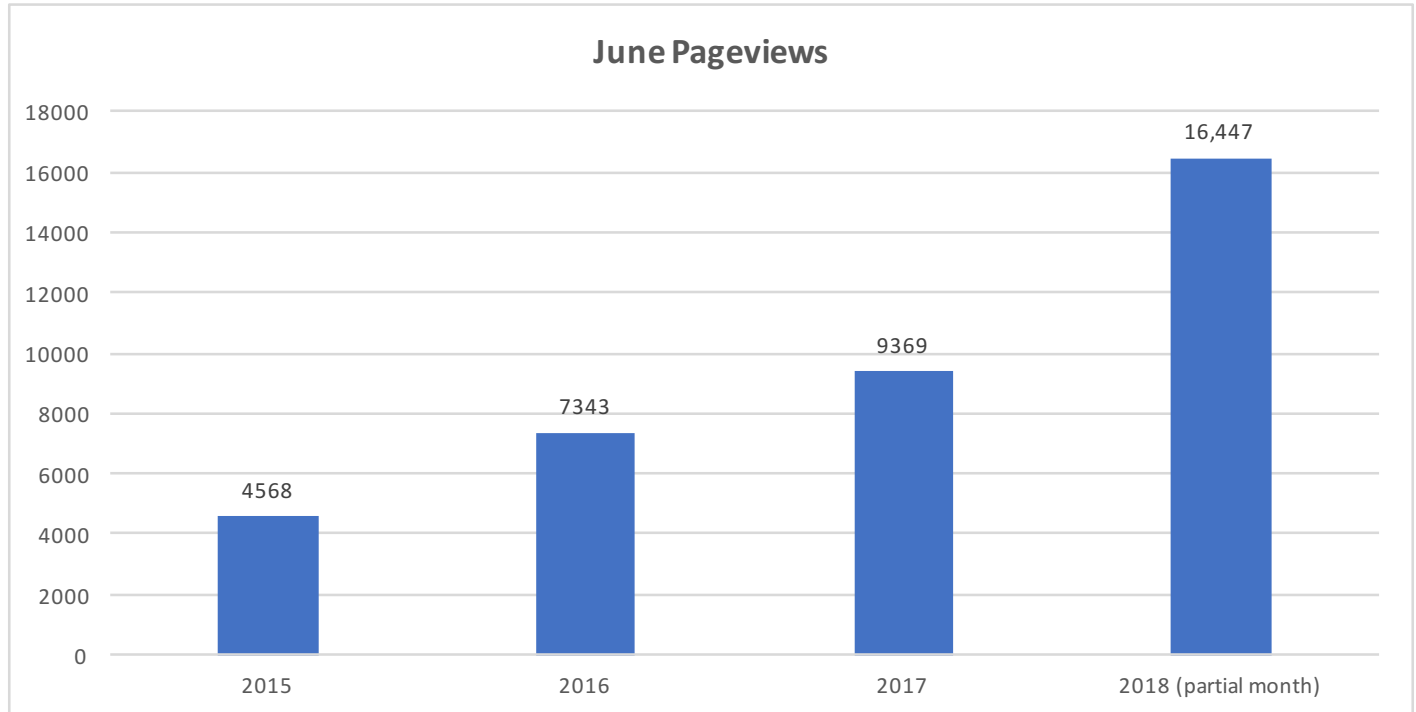
**90%**  
**increase in**  
**traffic over**  
**2017**

## CLIENTS + PARTNERS



## GROWTH

Living Well With Epilepsy has shown continual targeted growth every year. In 2018 we made changes to our SEO strategy and our navigation and we are seeing a sharp



## Tell the world #IAMSUDEPAWARE

by SUDEP Aware, Living Well With Epilepsy and Lundbeck

category: **Cause**

**“Tell the world: #IAMSUDEPAWARE. Help spread the word about #SUDEP on Oct. 23, SUDEP Awareness Day. #epilepsy**  
**<http://thndr.me/kLxbly>”**



SUDEP Aware, Living Well Wit...

EMBED  
</>

SUPPORTERS

**1,036** of **100**

1036% of goal supported

SOCIAL REACH

**556,785**

People

TIME LEFT

**Complete**



## EDITORIAL CALENDAR

January	February	March	April
Resolutions and Self Care Ad Close: 11/15	Relationships and Love Stories Ad Close: 12/15	Epilepsy Blog Relay Ad Close: 1/15	Autism Awareness and Global Epilepsy Ad Close: 2/15
May	June	July	August
Shout out to Moms Ad Close: 3/15	Epilepsy Blog Relay Ad Close: 4/15	Get Outdoors Eating Fresh Ad Close: 5/15	Back to School Lifelong Learning Ad Close: 6/15
September	October	November	December
Looking Good and Living Well Ad Close: 7/15	SUDEP Awareness Ad Close: 8/15	Epilepsy Blog Relay Ad Close: 9/15	Holiday Shopping Guide Best of 2018 Ad Close: 10/15

## OUR FOUNDER



Jessica Keenan Smith founded Living Well With Epilepsy, an award winning lifestyle media company founded in 2009. The site is a leading source of news and information for the millions around the world living with and affected by epilepsy (approx. 1% population).

Jessica was diagnosed with epilepsy at around age 12 and built a career in marketing. Her passion for sharing the stories of those affected by epilepsy led her to create Living Well With Epilepsy. Along the way she has taught herself to code, developed campaigns such as the EPILEPSY BLOG RELAY, LIVINGWELLCHAT, #IAMSUDEPAWARE to amplify the voices in the community. Now, almost ten years later, Jessica has led Living Well

With Epilepsy from a patient blog to a global lifestyle community delivering inspiring and engaging content on family, food, fitness, healthcare, beauty and more.

## NATIVE CONTENT

### Epilepsy Blog Relay: One family pushing the boundaries of Lennox-Gastaut Syndrome

JUN 2018

by Guest Contributor | posted in: About Epilepsy, Family + Epilepsy, Jun 18 EBR Posts, Lundbeck | 0



## VIDEO CAMPAIGNS



Flex4LGS at the LGS Foundation Conference 2017

Like Comment Share 267 11 Comments 40 Shares

LGS Together Follow

9.6K Views · about 7 months ago ·

We're having a great time as we #Flex4LGS with families at the LGS Foundation Conference. WATCH this special video from the Conference, and don't forget to share your #Flex4LGS photos on social media! 📸

## Epilepsy Blog Relay

### Background on the Blog Relay

In June 2015, Living Well With Epilepsy launched the first ever epilepsy blog relay. The effort was modeled after the United Nations' Shot@Life initiative to harness the power of bloggers to raise awareness of epilepsy related stigma. The concept was simple. 30 bloggers, all posted on their own sites, each taking one day of the month. In their posts, bloggers were asked to acknowledge the blog relay with a link back to Living Well With Epilepsy and to promote the next day's post.

This effort was extremely successful. When the idea was introduced to Living Well With Epilepsy readers, 30% of the spots were snapped up in less than 24 hours. In less than 5 days all 30 slots were filled and Living Well With Epilepsy was turning people away with the promise of another relay. Participants were from the US, and England, Cameroon, Australia, and Canada. Not only did the bloggers participate as they promised, all bloggers saw a sharp increase in traffic to their sites.

### Fast forward to today

We are now in our third year of running Epilepsy Blog Relays in March, June and November. The overarching theme of each Epilepsy Blog Relay was derived from the resolution passed by the World Health Assembly in May 2015:

### **“EPILEPSY AWARENESS: Maximizing Collaboration, Eliminating Stigma”**

The weekly themes are meant to support the overarching theme and to encourage greater collaboration:

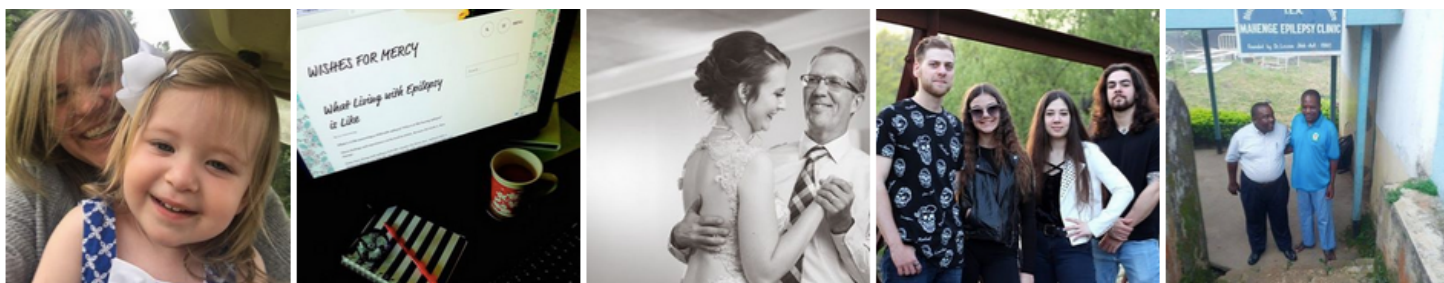
**Week 1:** Epilepsy in Everyday Life

**Week 2:** Epilepsy and Family: Awareness Matters

**Week 3:** Tech and Innovation in Epilepsy

**Week 4:** Creativity and Epilepsy

### Meet a few of our bloggers



## EPILEPSY BLOG RELAY

Sponsor Level	Benefits	Cost	Duration
<b>Founder</b> 1 Exclusive Opportunity	<ul style="list-style-type: none"> <li>- November - June Recognition throughout the Epilepsy Blog Relays as the Founding Sponsor.</li> <li>- Sponsor logo given prominent recognition on homepage</li> <li>- 200 word profile, logo and link on Sponsors page</li> <li>- Option to submit up to 4 patient stories or product reviews to run on Living Well With Epilepsy during each relay. (Total: 4 posts / relay=12 sponsored posts)</li> <li>- Sponsor logo and link in e-newsletter during the relay</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$30,000	3 Relays/ 12 posts  (avail in Nov 2019)
<b>Presenting</b> 1 Exclusive Opportunity	<ul style="list-style-type: none"> <li>- Recognition throughout two Epilepsy Blog Relays as the Presenting Sponsor.</li> <li>- Sponsor logo given prominent recognition on homepage</li> <li>- 200 word profile, logo and link on Sponsors page</li> <li>- Option to submit up to 4 patient stories or product reviews to run on Living Well With Epilepsy during each relay. (Total: 4 posts / relay=8 sponsored posts)</li> <li>- Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$25,000	2 Relays/ 8 posts  (avail in Mar 2020)
<b>Champion</b> Only 2 Available per Relay	<ul style="list-style-type: none"> <li>- Recognition throughout the month of the Epilepsy Blog Relay as our Champion Sponsor.</li> <li>- Sponsor logo given prominent recognition on homepage</li> <li>- 150 word profile, logo and link on Sponsors page</li> <li>- Option to submit up to 4 patient stories or product reviews to run on Living Well With Epilepsy during each relay. (Total: 4 posts)</li> <li>- Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$15,000	1 Relay/ 4 posts
<b>Leadership</b>	<ul style="list-style-type: none"> <li>- Recognition throughout one Epilepsy Blog Relay as a Leadership Sponsor</li> <li>- Sponsor logo given prominent recognition on homepage</li> <li>- 100 word profile, logo and link on Sponsors page</li> <li>- Option to submit up to 2 patient stories or product reviews to run on Living Well With Epilepsy during the relay.</li> <li>- Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$10,000	1 Relay/ 2 posts
<b>Partnership</b>	<ul style="list-style-type: none"> <li>- Recognition as a Partnership Sponsor throughout one Epilepsy Blog Relay</li> <li>- 50 word profile, logo and link on Sponsors page</li> <li>- Sponsor logo and link in e-newsletter during the relay</li> <li>- Option to submit 1 patient story or product review to be featured on the Living Well With Epilepsy site during the relay.</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$5000	1 Relay/ 1 post



## Native Advertising

<u>Type</u>	<u>Rate</u>
Non-Blog Relay Sponsored Blog Post	\$2,500
Brand Page Takeover	\$5,000
Epilepsy Blog Relay	Range \$5,000 + (see page 7)

All Native advertising content creative to be supplied by advertiser and reviewed by Living Well With Epilepsy with potential feedback. Blog post pushed out on Living Well With Epilepsy website, newsletter, and across Living Well With Epilepsy social media channels.

## Influencer Marketing Campaigns

<u>Type</u>	<u>Rate</u>
Influencer Campaigns	Range \$5,000 +

We put it together for you in one package, amplified by a community of influencers who are invested in the success of your brand. Initiatives are driven by your KPIs and make use of our roster of influencers in the epilepsy community. We work with you to create targeted and impactful marketing programs, both online and offline. When its all said and done, we provide you with an analysis of the impact.

## Sponsored Social Media

<u>Type</u>	<u>Rate</u>
Dedicated SM Post	\$500
Content creative to be brainstormed and approved by Living Well With Epilepsy team.	
Instagram Takeover	\$1,500 + expenses

A Living Well With Epilepsy instagram takeover includes promotion of the takeover on the LWWE account, 2 - 3 posts on your main feed, as well as 2-3 posts on the Living Well With Epilepsy Feed with the sponsor tagged.

Facebook Live	\$1500 + expenses
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A Living Well With Epilepsy Facebook Live interview on your account includes promotion of the interview on the LWWE facebook and instagram accounts.

## Banner Advertising

<u>Website Ads</u>	<u>Rate/Month</u>
Banner (728x90 px)	\$350
Rectangle (300x200 px)	\$250
<u>Newsletter Sponsor</u>	<u>Rate/Week</u>
Banner (300x200 px)	\$250
Dedicated Newsletter	\$500

Weekly newsletter goes out to approximately 1000 engaged subscribers in the epilepsy community.



## RESERVATION FORM

### Sponsoring Organization/Corporation Information (Company name as it should appear in promotional material)

Company Name

Address

City

State

Zip

Website

### Contact Information (All future information about this sponsorship will be sent to the contact listed below)

Contact Name

Title

Address (if different)

City

State

Zip

Phone

Contact Email

### EBR Sponsorship Level (Company name as it should appear in promotional material)

☐ ~~Founding Sponsor (\$30,000) 1 available~~

☐ ~~Presenting Sponsor (\$25,000) 1 available~~

☐ Champion Sponsor (\$20,000) 1 available

☐ Leadership Sponsor (\$10,000) multiple available

☐ Partnership Sponsor (\$5,000) multiple available

### Other Sponsorship Type (Company name as it should appear in promotional material)

☐ Native Advertising

☐ Influencer Marketing Campaign

☐ Social Media Post

☐ Banner Advertising

☐ Newsletter Advertising

Please submit form and payment  
details via email to:  
[jessica@livingwellwithpilepsy.com](mailto:jessica@livingwellwithpilepsy.com)  
to reserve your sponsorship.

### Method of Payment (preferred method is paypal)

☐ Paypal

☐ Credit Card

☐ Check