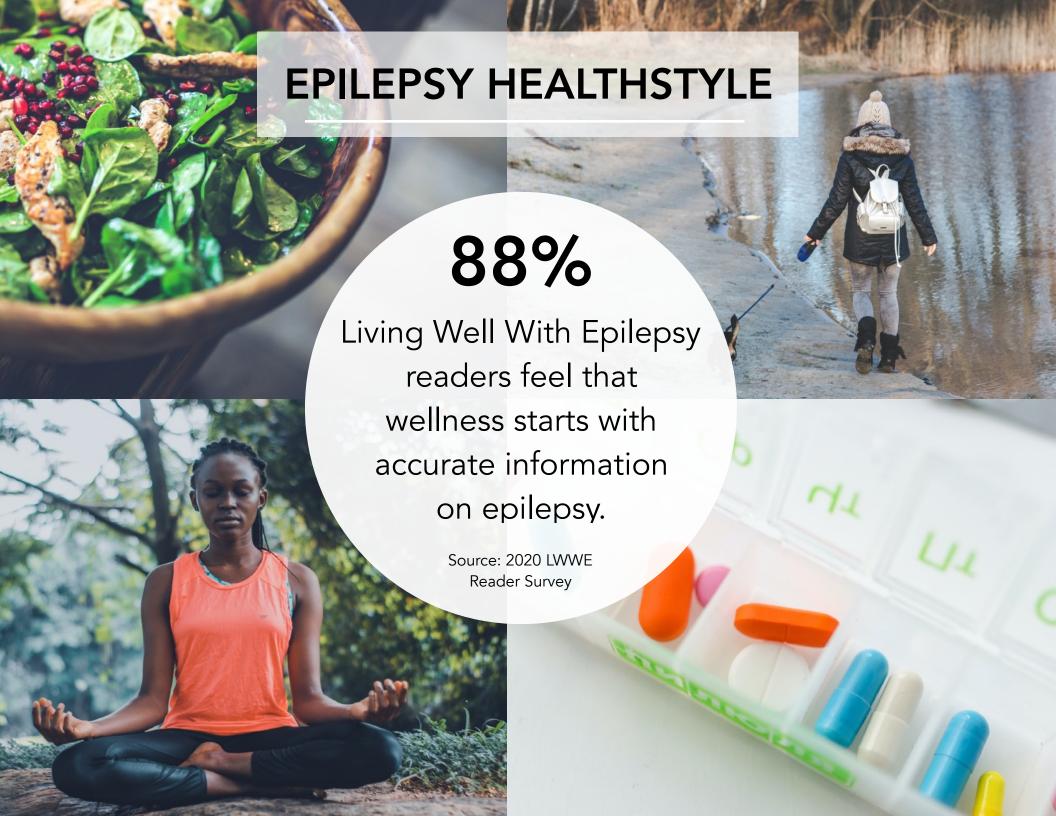


2020-2021 Media Kit







OUR AUDIENCE

GLOBAL READERSHIP

Readers come to LWWE from more than 150 countries around the globe

READER TRUST

A dedicated audience

41% reader trust

Mass Media

Source: Gallup Poll, Sept 2019 73% reader trust

Living Well With Epilepsy

Source: 2020 LWWE Reader Survey

REACH

Total Epilepsy Market: 93,600,000 Globally

ref:https://livingwellwithepilepsy.com/epilepsy

Rate Base: 200,000

Social Media Reach: 500,000

DEMOGRAPHICS

Median Age: 35

Gender: 77% female / 23% male

Personally have epilepsy: 93%

Caring for a child with epilepsy: 33%

SOURCE: LWWE Reader Survey 2020

OUR PSYCHOGRAPHIC

Our readers are engaged epilepsy patient advocates. They view health and wellness as interconnected. They are active and intentional in their brand choices. And they manage migraines, anxiety and depression among other co-morbid conditions

75% also experience migraines

86% say they also live with some form of anxiety and/or depression

49% report they try to eat well

65% are regular coffee drinkers

51% take a multivitamin AND vitamin D

31% travel between 50 and 300 miles to visit their epilepsy healthcare provider *

SOURCE: LWWE Reader Survey 2020

*SOURCE: LWWE Access to Care Survey 2019



OUR WORK

Custom Campaigns

Epilepsy Blog Relay

Corporate Advisory Board

Evergreen Topic Guides

LWWE Connectors

Patient Recruitment

Sponsored Research

EDITORIAL CALENDAR

2020

August

Back to School

September

Yoga and Epilepsy Yoga Awareness Edition

October

SUDEP Awareness Edition

November

Epilepsy Awareness Month Epilepsy Blog Relay -**BLM Edition**

December Epilepsy Gift Guide 2021

January

New Year's Resolutions

February

Love Stories

March

Epilepsy Blog Relay - Purple Day Edition

Purple Day Edition

April

Wellness Edition Food, Home &

Fitness

2021

May

Be Kind to Your Mind

Mental Health Edition

Walking Month

Challenge

June/July

Epilepsy Blog Relay -



Custom Campaigns | Epilepsy Blog Relay | LWWE Connectors

NATIVE CONTENT



VIDEO CAMPAIGNS



Custom Campaigns | Epilepsy Blog Relay | LWWE Connectors

Epilepsy Blog Relay™: Shedding the Stigma of Epilepsy | SPONSORED

NOV 2017

♣ by Guest Contributor | ♣ posted in: Epilepsy Blog Relay, Nov 17 EBR Posts | ♣0













Barrow Neurological Institute at Phoenix Children's

Hospital

This post was written by Angus A. Wilfong, MD, associate director of Barrow Neurological Institute at Phoenix Children's Hospital and division chief of Pediatric Neurology. Phoenix Children's Hospital, is a Leadership Sponsor of the November 2017 Epilepsy Blog Relay.

On Stigma and Epilepsy

Epilepsy is no one's "fault."

It's time to shed the stigma of a disease that affects one in 26 people.

Epilepsy is unbelievably common, yet few people know anything about it. And it's strange, because just about everyone you meet can tell you something about Lou Gehrig's Disease (or amyotrophic lateral sclerosis), a condition that is extremely

rare, but enjoys a high level of awareness.

Sponsored Content
Engagement Statistics

Average time on sponsored page



2:28

% Increase over average time on page



70%

Social media reach



Epilepsy Blog Relay RATE CARD

Sponsor Level	Benefits	Cost	Duration
Founder 1 Exclusive Opportunity	 November - June Recognition throughout the Epilepsy Blog Relays as the Founding Sponsor. Sponsor logo given prominent recognition on homepage 200 word profile, logo and link on Sponsors page 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) Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram) 	\$35,000	3 Relays/ 4 posts each Saving: \$25K
Presenting 1 Exclusive Opportunity	 Recognition throughout two Epilepsy Blog Relays as the Presenting Sponsor. Sponsor logo given prominent recognition on homepage 200 word profile, logo and link on Sponsors page 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) Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram) 	\$25,000	2 Relays/ 4 posts each or 3 Relays/ 3 posts each Saving: \$15K
Champion Only 2 Available per Relay	 Recognition throughout the month of the Epilepsy Blog Relay as our Champion Sponsor. Sponsor logo given prominent recognition on homepage 150 word profile, logo and link on Sponsors page Option to submit up to 4 patient stories or product reviews to run on Living Well With Epilepsy during each relay. (Total: 4 posts) Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram) 	\$15,000	1 Relay/ 4 posts or 2 Relay/ 2 posts each Saving: \$5K
Leadership multiple	 Recognition throughout one Epilepsy Blog Relay as a Leadership Sponsor Sponsor logo given prominent recognition on homepage 100 word profile, logo and link on Sponsors page Option to submit up to 2 patient stories or product reviews to run on Living Well With Epilepsy during the relay. Sponsor logo and link in e-newsletter during the relay Social media mentions (Twitter, Facebook, Instagram) 	\$10,000	1 Relay/ 2 posts or 2 Relay/1 post each Saving: \$2K
Partnership multiple	 Recognition as a Partnership Sponsor throughout one Epilepsy Blog Relay 50 word profile, logo and link on Sponsors page Sponsor logo and link in e-newsletter during the relay Option to submit 1 patient story or product review to be featured on the Living Well With Epilepsy site during the relay. Social media mentions (Twitter, Facebook, Instagram) 	\$5000	1 Relay/ 1 post At cost

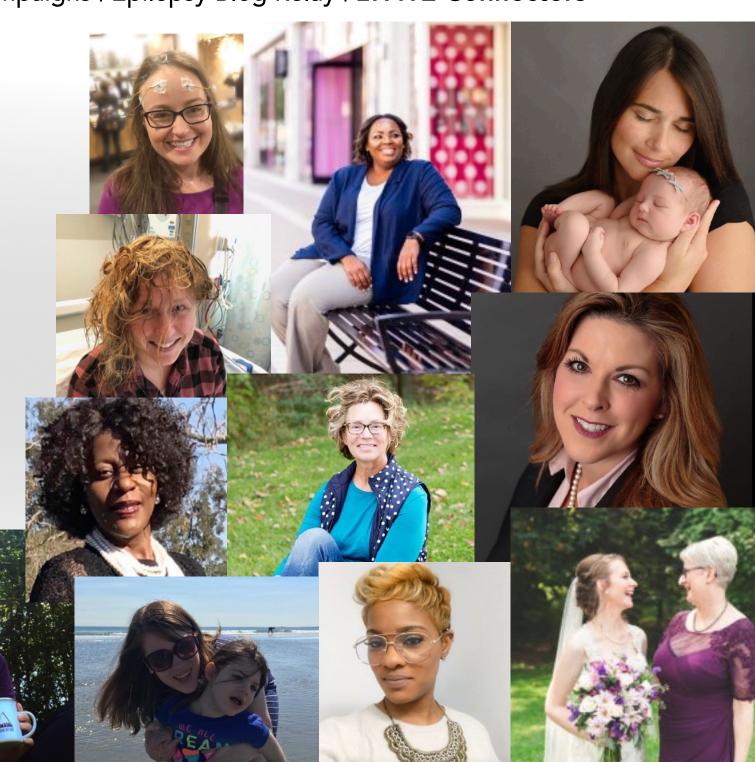
Corporate Advisory Board RATE CARD

Membership Tiers	Levels of Support		
Founder	\$35,000		
Presenting	\$25000		
Champion	\$15000		
Leadership	\$10000		

Benefits	Founder	Presenting	Champion	Leadership
Epilepsy Blog Relay Participation at the respective level	*	*	*	*
Invitation to participate in CAB Meetings throughout the year	*	*	*	*
Banner advertising	*	*	*	
Targeted Topic Guides customized to meet goals of CAB member	*	*		
Custom Surveys to support partner goals	*			
Access to LWWE Speakers Bureau	*			

Custom Campaigns | Epilepsy Blog Relay | LWWE Connectors

"I appreciate that Jessica and the writers all have first hand experience with epilepsy. I feel that I am being heard." - Elaine



OUR PARTNERS



























CITIZENS UNITED FOR RESEARCH IN EPILEPSY





CONTACT US

Jessica Keenan Smith

Email: jessica@livingwellwithepilepsy

Text or Call: 856-308-5377

DM: twitter.com/jessicaksmith

DM: <u>instagram.com/livingwellwithepilepsy</u>

DM: <u>linkedin.com/in/jessicaksmith</u>



LIVING WELL WITH EPILEPSY