



# LIVING WELL WITH EPILEPSY™

**2023 Media Kit**

# WHO WE ARE

---

Living Well With Epilepsy is a female-founded lifestyle media brand focused entirely on the complexities of life with epilepsy.





A person is sitting by a window, holding a white cup of coffee. They are wearing a dark sweater and blue jeans. A laptop is open on their lap. The background shows a window with white frames and bright light coming through.

# OUR PERSPECTIVE

---

We believe in taking a positive approach to epilepsy. That's why we place honesty, wellness, diversity, and the patient experience at the forefront of everything we do.

- Jessica Smith, Founder and CEO



LIVING WELL  
WITH EPILEPSY™

# 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://livingwellwiththepilepsy.com/epilepsy>

**Readership Base: 200,000**

**Unique Views Per Month: Avg 8,000**

**Social Media Reach: 500,000+**

ref: <https://www.thunderclap.it/projects/47173-tell-the-world-iamsudepaware/embed>

---

### 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

---



# EMAIL OUTREACH

Open Rates and Click Through Rates  
Surpass All Industry Benchmarks

Approximately 2000 subscribers

## Open Rates

Messages Resonate with  
LWWE Readers

21.5%

Average across  
all industries

Source: 2022  
Campaign Monitor

36%

Living Well  
With Epilepsy

Source: 2022 LWWE  
Email Analytic Report

## Click Through Rates

Content is Relevant to  
LWWE Subscribers

2.3%

Industry  
Averages

Source: 2022  
Campaign Monitor

3.6%

Living Well  
With Epilepsy

Source: 2022 LWWE  
Email Analytic Report

# 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**

**49% report they try to eat well**

**65% are regular coffee drinkers**

**51% take a multivitamin AND vitamin D**

SOURCE: LWWE Reader Survey 2020

\*SOURCE: LWWE Access to Care Survey 2019

**86%**

live with some  
form of anxiety  
and/or  
depression

**71%**

are embarrassed  
by their epilepsy

**57%**

worry about  
others finding out  
about their  
epilepsy

**84%**

are looking for a  
way to manage  
their stress

**31%**

travel between 50  
and 300 miles to  
visit their epilepsy  
HCP\*



# OUR WORK

Epilepsy Blog Relay Native Advertising

Custom Campaigns

Patient Advisory Board Development

Clinical Trial Recruitment

Survey Development

Partnerships with NGOs

Direct to Patient Communications

Corporate Advisory Board

# Epilepsy Blog Relay

## Sponsored Content Engagement Statistics

### 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.

Average time on sponsored page



% Increase over average time on page





# Custom Campaigns

## 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



**Jessica Keenan Smith**  
Founder, Living Well With Epilepsy

**Flex4LGS at the LGS Foundation Conference 2017**

 Like  Comment  Share 

 LGS Together 

267    11 Comments 40 Shares

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! 📸

# EDITORIAL CALENDAR

---

2023

January

New Year's  
Resolutions

February

Love Stories

March

*Epilepsy Blog Relay*

April

Spring New  
Beginnings

2023

May

Mental Health Edition

June/July

*Epilepsy Blog Relay*

August

Back to School

September

Wellness and Epilepsy

2023

October

SUDEP Awareness Edition

November

Epilepsy Awareness Month  
*Epilepsy Blog Relay*

December

Epilepsy Gift Guide





# EPILEPSY BLOG RELAY

## Native Advertising

### RATE CARD

Engagement Tiers	Level of Support	Savings	Content Included	Recognition	Duration
<b>Founder</b> <i>Exclusive</i> <i>Inclusion in CAB</i>	<b>\$45,000</b>	<b>\$17,000</b>	3 Relays/ 4 posts each	Home page Header Exclusive, Sponsor banner, Newsletter Full Year	Mar 2023 - Nov 2023
<b>Executive</b> <i>Inclusion in CAB</i>	<b>\$35,000</b>	<b>\$13,000</b>	2 Relays/ 4 posts each	Home page Header (not exclusive) Sponsor Banner, Newsletter, Full Year	Mar 2023 - Nov 2023
<b>Director</b> <i>Inclusion in CAB</i>	<b>\$25,000</b>	<b>\$11,000</b>	2 Relays/ 3 posts each or 3 Relays/ 2 posts each	Sponsor Banner, Newsletter, During relays only	Mar 2023 - Nov 2023
<b>Champion</b>	<b>\$18,000</b>	<b>\$6,000</b>	2 Relay/ 2 posts each	Sponsor Banner, Newsletter, During relays only	Mar 2023 - Nov 2023
<b>Leadership</b>	<b>\$10,000</b>	<b>\$2,000</b>	1 Relay/ 2 posts	Sponsor Banner, Newsletter, During relays only	Next relay in cycle
<b>Partnership</b>	<b>\$6,000</b>	<b>At cost</b>	1 Relay/ 1 posts	Sponsor Banner, Newsletter, During relays only	Next relay in cycle

## Benefit Details

Sponsor Level	Benefits		Cost
Founder 1 Exclusive Opportunity	<ul style="list-style-type: none"> <li>- Recognition throughout the 2023 Epilepsy Blog Relays as the Founder Level Sponsor.</li> <li>- Sponsor logo given prominent recognition on homepage and social media profiles throughout each relay</li> <li>- 200 word profile, logo and link on Sponsors page</li> <li>- Banner advertising available for additional fee.</li> </ul>	<ul style="list-style-type: none"> <li>- Native content: 3 relays/4 posts ea =12 sponsored posts</li> <li>- Sponsor logo in e-newsletter during the relays</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> <li>- Additional ad hoc opportunities to have LWWE promote other campaigns throughout year.</li> </ul>	\$45,000
Executive 1 Exclusive Opportunity	<ul style="list-style-type: none"> <li>- Recognition throughout the 2023 Epilepsy Blog Relays as the Executive Level Sponsor.</li> <li>- Sponsor logo given prominent recognition on homepage</li> <li>- 200 word profile, logo and link on Sponsors page</li> <li>- Banner advertising available for additional fee.</li> </ul>	<ul style="list-style-type: none"> <li>- Native content: 2 relays/4 posts ea =8 sponsored posts</li> <li>- Sponsor logo in e-newsletter during the relays</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$35,000
Director Only 2 Available per Relay	<ul style="list-style-type: none"> <li>- Recognition throughout the 2021-2022 Epilepsy Blog Relays as the Director Level Sponsor.</li> <li>- Sponsor logo recognition on homepage</li> <li>- 200 word profile, logo and link on Sponsors page</li> <li>- Banner advertising available for additional fee.</li> </ul>	<ul style="list-style-type: none"> <li>- Native content: 2 relays/3 posts ea =6 sponsored posts</li> <li>- OR 3 relays/2 posts ea = 6 sponsored posts</li> <li>- Sponsor logo in e-newsletter during the relays</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$25,000
Champion Only 2 Available per Relay	<ul style="list-style-type: none"> <li>- Recognition throughout the sponsored Epilepsy Blog Relays as the Champion Level Sponsor.</li> <li>- Sponsor logo recognition on homepage</li> <li>- 200 word profile, logo and link on Sponsors page</li> <li>- Banner advertising available for additional fee.</li> </ul>	<ul style="list-style-type: none"> <li>- Native content: 1 relays/4 posts ea = 4 sponsored posts</li> <li>- OR 2 relays/2 posts ea = 4 sponsored posts</li> <li>- Sponsor logo in e-newsletter during the relays</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$18,000
Leadership multiple	<ul style="list-style-type: none"> <li>- Recognition throughout the sponsored Epilepsy Blog Relays as the Leadership Level Sponsor.</li> <li>- 150 word profile, logo and link on Sponsors page</li> <li>- Banner advertising available for additional fee.</li> </ul>	<ul style="list-style-type: none"> <li>- Native content: 1 relays/2 posts ea = 2 sponsored posts</li> <li>- Sponsor logo in e-newsletter during the relays</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$10,000
Partnership multiple	<ul style="list-style-type: none"> <li>- Recognition throughout the sponsored Epilepsy Blog Relay as the Partnership Level Sponsor.</li> <li>- 100 word profile, logo and link on Sponsors page</li> <li>- Banner advertising available for additional fee.</li> </ul>	<ul style="list-style-type: none"> <li>- Native content: 1 relays/1 post ea = 1 sponsored posts</li> <li>- Sponsor logo in e-newsletter during the relays</li> <li>- Social media mentions (Twitter, Facebook, Instagram)</li> </ul>	\$6,000



# OUR PARTNERS



Education & Research Foundation



CITIZENS UNITED FOR  
RESEARCH IN EPILEPSY



## 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





# CONTACT US

**Jessica Keenan Smith**

Email: [jessica@livingwellwithepilepsy](mailto:jessica@livingwellwithepilepsy)

Text or Call: 856-308-5377

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



**LIVING WELL**  
WITH EPILEPSY™