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

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

GENDER

80%

FEMALE

20%

MALE
“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

“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

“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

“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

“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

“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

Be Heard. Join the Herd
### QUARTERLYPRINT MAGAZINE

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MONTH 2020</th>
<th>Feature Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISSUE 1</td>
<td>MARCH 2020</td>
<td>STUCK IN THE TIME BUBBLE: FRIENDS AND FAMILY MOVING ON</td>
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<tr>
<td>ISSUE 2</td>
<td>JUNE 2020</td>
<td>SURVIVORSHIP: LIVING WITH CANCER</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>SEPTEMBER 2020</td>
<td>WELLNESS AND NUTRITION</td>
</tr>
<tr>
<td>ISSUE 4</td>
<td>DECEMBER 2020</td>
<td>TRANSITION BACK TO “REAL LIFE”</td>
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### ONLINE EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>MONTH 2020</th>
<th>Feature Topic</th>
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<tbody>
<tr>
<td>JANUARY 2020</td>
<td>A NEW YEAR. A NEW ME</td>
</tr>
<tr>
<td>FEBRUARY 2020</td>
<td>CHEMO BRAIN</td>
</tr>
<tr>
<td>MARCH 2020</td>
<td>FRIENDS - NEW AND OLD</td>
</tr>
<tr>
<td>APRIL 2020</td>
<td>OUTDOORS/WORKING OUT</td>
</tr>
<tr>
<td>MAY 2020</td>
<td>STRESS MANAGEMENT</td>
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<tr>
<td>JUNE</td>
<td>SURVIVORSHIP</td>
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<tr>
<td>JULY 2020</td>
<td>PARENTS/CAREGIVERS</td>
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<tr>
<td>AUGUST 2020</td>
<td>SEXUALITY</td>
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<tr>
<td>SEPTEMBER 2020</td>
<td>WELLNESS AND NUTRITION</td>
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<tr>
<td>OCTOBER 2020</td>
<td>BREAST CANCER</td>
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<tr>
<td>NOVEMBER 2020</td>
<td>PROFESSIONALS</td>
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<tr>
<td>DECEMBER 2020</td>
<td>CAREERS AND COLLEGE</td>
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Advertising Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE ELEPHANT PACKAGE</strong> – $14,000</td>
<td></td>
</tr>
<tr>
<td>4 full page interior ads</td>
<td></td>
</tr>
<tr>
<td>4 The Herd Weekly newsletter newsletter exclusive sponsor</td>
<td></td>
</tr>
<tr>
<td>Sponsor Elephants and Tea Content of your choosing – 6 total</td>
<td></td>
</tr>
<tr>
<td>4 social post on Twitter, Instagram and Facebook</td>
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</tr>
<tr>
<td><strong>THE TEA PACKAGE</strong> – $7,500</td>
<td></td>
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<tr>
<td>2 full page interior ads</td>
<td></td>
</tr>
<tr>
<td>2 The Herd Weekly newsletter newsletter exclusive sponsorship</td>
<td></td>
</tr>
<tr>
<td>Sponsor Elephants and Tea Content of your choosing – 2 total</td>
<td></td>
</tr>
<tr>
<td>4 social post a month on Twitter, Instagram and Facebook</td>
<td></td>
</tr>
</tbody>
</table>
**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

**NEWSPAPER SHOUT OUT** $1,000

**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](#)
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

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