



# LIVING WELL WITH EPILEPSY™

**2020-2021 Media Kit**

# WHO WE ARE

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





# OUR PERSPECTIVE

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We believe in taking a positive approach to epilepsy. That's not to say living with epilepsy is perfect. In fact, it's not.

That's why we place honesty, wellness, research, diversity, and the truth in the patient experience at the forefront of everything we do.





# EPILEPSY HEALTHSTYLE

**88%**

Living Well With Epilepsy  
readers feel that  
wellness starts with  
accurate information  
on epilepsy.

Source: 2020 LWWE  
Reader Survey



# OUR AUDIENCE

## GLOBAL READERSHIP

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

### READER TRUST

A dedicated audience



Mass Media

Source: Gallup Poll,  
Sept 2019



Living Well  
With Epilepsy

Source: 2020 LWWE  
Reader Survey

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### REACH

**Total Epilepsy Market: 93,600,000 Globally**

ref:<https://livingwellwiththeepilepsy.com/epilepsy>

**Rate Base: 200,000**

**Social Media Reach: 500,000**

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### 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

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# 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

**60%**

prefer to support companies that focus on diversity.

**57%**

believe that their home is an important part of well-being

**84%**

are looking for a way to manage their stress

**42%**

are interested in supporting innovative brands.

**57%**

look to support companies that are transparent about what goes into their products.

# OUR WORK

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Custom Campaigns

Epilepsy Blog Relay

Corporate Advisory Board

Evergreen Topic Guides

LWWE Connectors

Patient Recruitment

Sponsored Research

# EDITORIAL CALENDAR

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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

April

Wellness Edition  
Food, Home &  
Fitness

2021

May

Be Kind to Your Mind  
Mental Health Edition  
Walking Month  
Challenge

June/July

Epilepsy Blog Relay -  
Purple Day Edition





# Custom Campaigns | Epilepsy Blog Relay | LWWE Connectors

## 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! 📸

Epilepsy Blog Relay™: Shedding the Stigma of Epilepsy | SPONSORED NOV 2017

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

184      



*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.

Barrow Neurological Institute at Phoenix Children's Hospital

## Sponsored Content Engagement Statistics

Average time on sponsored page



% Increase over average time on page



Social media reach



# Epilepsy Blog Relay RATE CARD

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>	\$35,000	3 Relays/ 4 posts each  Saving: \$25K
<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/ 4 posts each or 3 Relays/ 3 posts each  Saving: \$15K
<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 or 2 Relay/ 2 posts each  Saving: \$5K
<b>Leadership</b> multiple	<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 or 2 Relay/1 post each  Saving: \$2K
<b>Partnership</b> multiple	<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  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



# CONTACT US

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**LIVING WELL**  
**WITH EPILEPSY™**