

BE HEARD. JOIN THE HERD.



ELEPHANTS
— AND —
TEA

WHAT IS YOUR ELEPHANT?

MEDIA PLANNER
{2024}



Who Are We?

THE ELEPHANT IN THE ROOM IS CANCER.
TEA IS THE RELIEF CONVERSATION PROVIDES.

Elephants and Tea is a nonprofit media brand with the mission to help adolescent and young adult (AYA) patients, survivors, and caregivers know they are not alone in their fight with cancer.

We have the only magazine written for and by the AYA cancer community, telling their story 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 connect them with supportive organizations.

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TARGET AUDIENCE:

AYA CANCER
PATIENTS AND
SURVIVORS

PARENTS AND FAMILY
MEMBERS OF CANCER
PATIENTS AND SURVIVORS

CAREGIVERS WITHIN
THE AYA CANCER
COMMUNITY

Elephantsandtea.com



ELEPHANTS AND TEA HAS
THE ONLY MAGAZINE
FOCUSED SOLELY ON
AYA CANCER PATIENTS,
SURVIVORS, AND
CAREGIVERS

AYA = ADOLESCENT &
YOUNG ADULT

AGE RANGE:

15 TO 39

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. Cancer Foundation, which is a nonprofit 501(c)(3) tax exempt organization. EIN: 80-0637377.



**STEVEN G. CANCER
FOUNDATION**

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.

Would you like to donate?

[**CLICK HERE**](#)

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



MAGAZINE CIRCULATION

*INCLUDES DIGITAL SUBSCRIBERS AND BULK PRINT SUBSCRIPTION SHIPMENTS

20%
MALE

Quotes from Our Herd

What people find most meaningful about the programs and content of Elephants and Tea

"Just reading the cancer stories has allowed me to see the journey from a multitude of perspectives and know that there are other people out there who understand what I am going through."

"The Elephants & Tea team is endlessly positive without being saccharine, which is a tough balance. I also appreciate the breadth of stories (age/ethnicity/gender/severity of illness, etc) you broadcast to give a good cross-section of survivorship."

"I find that reading other people's stories provides inspiration as well as a sense of reality. A reality that no person is the same, yet we share so many of the same feelings. So why not connect with other people while we're here?"

"I truly love feeling like part of a community and knowing I'm not alone. The writing workshops and journal prompts are my favorite."

"Being in a group of individuals who are in the same age range as I am is incredibly meaningful to me. We've all walked a similar path and face similar challenges going forward."

"I find most meaningful the diversity in writing as well as the validation that cancer is different depending on age of onset and if one is the patient or the caregiver. The centering of the voices that live with the cancer is life changing."

"Finding Elephants and Tea and your partners has made me feel so much less alone being an AYA patient/survivor. This support means so much."

"I have made lasting friendships that go beyond cancer. I have been shown through others that I'm not alone in this journey and that I am loved at the same time."

"It lets me express the feelings that I feel are too much for my friends and family who have not had cancer, but have seen me go through. It helps me to feel less alone."



95%

strongly agree or agree that they find our content inspiring



81%

strongly agree or agree they felt less alone after engaging with Elephants and Tea

2024 Editorial Calendar

QUARTERLY PRINT MAGAZINE

ISSUE	LAUNCH DATE	THEME
MARCH 2024	MARCH 1	FRIENDSHIPS
JUNE 2024	JUNE 3	DEAR CANCER
SEPTEMBER 2024	SEPT. 9	THE GHOSTS OF CANCER
DECEMBER 2024	DEC. 2	EXPECTATIONS

ONLINE EDITORIAL CALENDAR

JANUARY 2024	THE UNSEEN CHALLENGES OF SURVIVORSHIP
FEBRUARY 2024	LONELINESS AND ISOLATION
MARCH 2024	FRIENDSHIPS
APRIL 2024	THINGS I WISH I KNEW
MAY 2024	MENTAL HEALTH
JUNE 2024	DEAR CANCER
JULY 2024	DATING AND RELATIONSHIPS
AUGUST 2024	TRUSTING MY BODY
SEPTEMBER 2024	THE GHOSTS OF CANCER
OCTOBER 2024	MY NEW PERSPECTIVE
NOVEMBER 2024	SCARS
DECEMBER 2024	EXPECTATIONS

Magazine Release Events



Elephants and Tea Magazine Release Events are in-person gatherings that take place across the country to celebrate a new issue of our magazine while meeting others in the adolescent and young adult (AYA) cancer community.

OUR GOALS FOR THESE EVENTS ARE:

- Using storytelling to build a sense of community, so people feel less alone in facing cancer
- Amplifying the regional and national resources available to the AYA cancer community
- Showcasing the new Elephants and Tea magazine while celebrating the vulnerability and relatability of the authors' words
- Have 50 unique attendees at each event

In **2023**, we have seen 60-76 unique attendees for each event.

In **2024**, our goals remain the same and we will be adding additional sessions during the afternoon of each event.

EACH EVENT IS A COMBINATION OF THE FOLLOWING:

1. Elephants and Tea Healing Through Writing Workshop
2. Two additional sessions ranging from survivorship workshops to wellness activities
3. A Night Out: The Storytelling Soiree

We are thrilled about where we are headed with these events tied to our 2024 Elephants and Tea Magazine Issues:

MAGAZINE THEME: "FRIENDSHIPS"

March 2, 2024 – North Carolina

Regional Partners: The AYA programs of Duke, UNC Chapel Hill, and Wake Forest

MAGAZINE THEME: "THE GHOSTS OF CANCER"

September 21, 2024 – Buffalo, New York

Regional Partner: Roswell AYA Program

MAGAZINE THEME: "DEAR CANCER"

June 1, 2024 – Stanford, California

Regional Partner: Stanford AYA Program

MAGAZINE THEME: "EXPECTATIONS"

January 18, 2025 – Cleveland, Ohio



Sponsorship Packages

Your support will help us reach more AYAs facing cancer, so they know they are not alone in their fight



HERD LEVEL – \$35,000

~~ONLY 4 AVAILABLE~~

ONLY TWO LEFT!

INCLUDED IN SPONSORSHIP:

- Naming rights to one of four events (Elephants and Tea Magazine Event powered by [insert company name])
- Volunteer opportunities at the same event for your company's staff members
- Include one workshop at the same event created with Elephants and Tea
- The opportunity to have a table at the corresponding event with information
- The back cover ad for the corresponding magazine
- One full page ad in all three of the other magazines in 2024
- Listed as a Herd Sponsor for all Magazine Events in 2024
- Large logo on all promotional materials and 2024 annual report
- Include a question in the E&T annual survey
- Listed as a sponsor for the virtual Perkatory events



ELEPHANT LEVEL – \$20,000

~~ONLY 4 AVAILABLE~~

ONLY THREE LEFT!

INCLUDED IN SPONSORSHIP:

- Listed as an Elephant Sponsor for all Magazine Events in 2024
- One premium ad position in two magazines in 2024
- One ad in two other magazines in 2024
- Medium logo on all promotional materials and 2024 annual report
- Listed as a sponsor for the virtual Perkatory events



TEA LEVEL – \$12,000

INCLUDED IN SPONSORSHIP:

- Listed as a Tea Sponsor for all Magazine Events in 2024
- One full page ad in all four magazines in 2024
- Small logo on all promotional materials and 2024 annual report
- Listed as a sponsor for the virtual Perkatory events



SOLO EVENT LEVEL – \$4,500

INCLUDED IN SPONSORSHIP:

- Listed as a Tea Sponsor for one Magazine Event in 2024
- One full page ad in corresponding magazine
- Small logo on all promotional materials and 2024 annual report

SMALL NONPROFIT – \$400

(UNDER \$1M IN REVENUE ANNUALLY)



INCLUDED IN SPONSORSHIP:

- One ½ page ad in all four Elephants and Tea magazines in 2024
- Small logo on all promotional materials for the Magazine Events and 2024 Annual Report
- Verbal recognition at all four Magazine Events

FOR A LA CARTE PRICING PER MAGAZINE
SEE NEXT PAGE

Print Advertising

A LA CARTE PRICING



POSITION / SIZE	1X	2X	3X	4X
INSIDE FRONT/BACK COVER / FULL PAGE	\$3,900	\$7,600	\$11,300	\$15,000
BACK COVER / FULL PAGE	(See sponsorship packages on page 7)			
INTERIOR / 2-PAGE SPREAD	\$2,900	\$5,600	\$8,300	\$11,000
INTERIOR / FULL-PAGE	\$2,400	\$4,600	\$6,800	\$9,000

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



Keep live materials (text, logos) .25" in from the ad trim edges to avoid getting cut off during the magazine trimming process.

Production Services:

Ads requiring typesetting, reduction, enlargement, or layout work are subject to additional charges. Layout and production services are available at \$100 per hour.

Elephants and Tea Custom Studio

Elephants and Tea is the leader in storytelling and custom content for the AYA cancer community. Let us do the heavy lifting in creating your next beautiful and engaging marketing material. We are excited to work with you to help amplify your brand's message!

The following are areas in which we can help you:

- Custom Magazines
- Event Brochures
- Infographics
- Magazine Advertisements
- FAQs
- Research

By working with Elephants and Tea on your next content marketing program, you are:

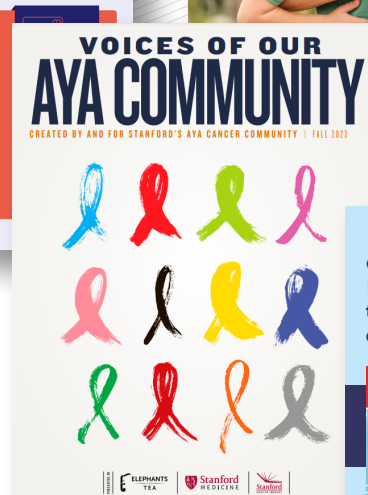
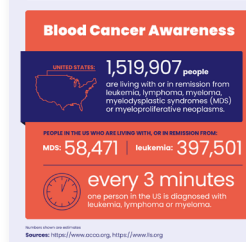
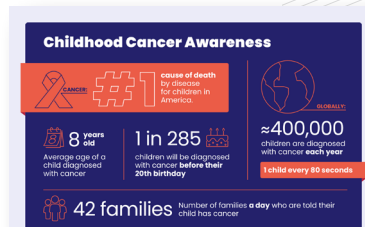
CREATING CREDIBILITY WITHIN THE AYA CANCER COMMUNITY

PROVIDING NEW VALUE AND SUPPORT TO YOUR ORGANIZATION

WORKING WITH EXPERTS IN CONTENT MARKETING

SUPPORTING A NONPROFIT CHARITY DEDICATED TO MAKING SURE CANCER PATIENTS FEEL LESS ALONE

*Pricing will vary depending on page count and amount of copies



Walgreens is collaborating with Elephants and Tea to support the AYA cancer community

87,000 estimated new cancer cases among Adolescents and Young Adults (AYAs) in the U.S. in 2022*

ELEPHANTS & TEA

Cancer & Fertility

Together we launched the Cancer and Fertility issue of Elephants and Tea magazine

As part of our commitments, Elephants and Tea offers wellness programs and Walgreens provides fertility preservation medications and the "Feel More Like You" service.

To learn more, contact your Walgreens specialty pharmacy representative.

Walgreens | **ELEPHANTS & TEA**

* Source: <https://www.cancer.gov/factsheet/teen-young-adult>
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CONTACT NICK@ELEPHANTSANDTEA.COM
FOR PRICING

perkatory



Brewing Tough Conversations to Help Each Other Face Cancer

Join the Elephants and Tea Herd and hear the stories of the adolescent and young adult (AYA) cancer community with the digital series **Perkatory: Brewing Tough Conversations to Help Each Other Face Cancer**.

In 2024, we will host five Perkatory events via Zoom meetings at 7:00pm Eastern Time, which is open to anyone that would like to hear stories from the AYA cancer community.

HERE IS THE UPCOMING PERKATORY SCHEDULE AND TOPICS

- February 8th—Loneliness and Isolation
- April 11th—Things I Wish I Knew
- June 13th—Dear Cancer
- October 10th—My New Perspective
- November 14th—Scars

VISIT [ELEPHANTSANDTEA.COM/PERKATORY/](https://elephantsandtea.com/perkatory/)
TO SIGN UP FOR OUR NEXT PERKATORY

HOW PERKATORY WORKS:

Our Perkatory events are a chance to hear from our authors about particularly common emotions and themes surrounding adolescent and young adult cancer.

This virtual event creates a safe space for our authors to share their stories and for our audience members to feel seen and heard by listening to words that they relate to while giving opportunities for questions and thoughtful discussion to ensue about the topic at hand.

At each Perkatory event, we highlight one of our incredible nonprofit partners with the goal of sharing more resources to our community.

THE GOAL OF PERKATORY IS:

- To encourage individuals to use their voice
- To learn more about a specific topic that might be difficult for some cancer patients to bring up themselves
- To bring each other out of “perkatory” (a play on the word purgatory), to help live your best life

Elephantsandtea.com



THE ELEPHANT IN THE ROOM IS CANCER.



TEA IS THE RELIEF CONVERSATION PROVIDES.



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