2015 Media Kit

*dedicated to the mindful life

Elephant Journal.

The world's largest mindfulness site.

YOGA | LOVE | GREEN | WELLNESS | ADVENTURE | MEDITATION | CONSCIOUS CONSUMERISM

As of July 2015, **29 million** page views

#1 on Twitter for #green coverage **twice**

2.5 million fans on Facebook

68% of our demographic is female, averaging **32** years old

Advertise with Elephant Journal.

Sponsored posts, aka, Native ads:

Sponsored posts are essentially articles written by you that can include video, photos and copy to engage and educate the Elephant Journal audience about your offering. We clearly label these posts as sponsored content and feature them on our homepage and often on Facebook.

Sponsored posts are $3,000.

Sponsored Posts can be found via the homepage in the Bulletin Board section. Below are two examples.

http://www.elephantjournal.com/2014/12/the-3000-year-old-secret-to-mindful-sex-sponsor/

http://www.elephantjournal.com/2014/11/half-a-million-trees-art-commerce-service/

The post will stay on the home page for a few weeks, depending on the amount of inventory at that time.

Turnaround time is a minimum of ten days.

Talk Show & Book Tour sponsorships:

Named top 10 Green Video Series in the US.
Hosting by Waylon Lewis, the award-winning founder of Elephant Journal.

Participation from $5,000.

Title sponsorships from $20,000.

Display ad:

Elephant Journal can deliver up to 21m impressions/ month. Geo-targeting is an option.

We sell display at a $7 CPM with a minimum buy of $2,500.

Ad units:
Web: 300 x 250 or 728 x 90
Mobile: 320 x 50

Ad Formats:
Accepted formats are .jpg and .gif.
No Illustrator, Flash or moving images.

Payment:

All ads are pre-paid.
We reserve the right to decline ads from advertisers who are not aligned with our company's values.

We look forward to helping your business grow.

Contact:

ad@elephantjournal.com for more info.