

# NOU

magazine  
Women Survivors Creating a 2nd Act After Cancer



## 2017 Winter/Spring Media Kit

NOU is powered by  Women  
*Survivors*  
Alliance

# NOU Magazine

NEW + YOU = NOU **NOU** is a women's lifestyle magazine primarily focused on women's cancer survivorship and general health. *NOU Magazine* is survivors go-to guide for strategies about health, money, career, relationships, inspiration and more.

NOU is a publication and Ribbon of Support of the Women Survivors Alliance and with an international team of experts and award-winning editors, the *NOU Magazine* community encourages women affected by cancer to find their voice, improve their quality of life and embrace their 2<sup>nd</sup> act.

NOU was created in 2012 and officially launched at SURVIVORville in August 2013. It began under the name "The Plum" with six published articles each month.

In January 2015, the magazine officially changed its name to NOU and substantial growth began. In January 2016, NOU Magazine was redesigned and Cindy Chafin became Editor-In-Chief.

With a Google Adwords Grant, NOU began to see substantial growth. Today, NOU uploads unique 14-16 articles per month and averages 36,000 impressions each week. In November 2016, NOU Magazine officially hit the 1M mark in readership.

NOU Magazine now delivers updated articles to over 14,000 email addresses 4-5 times weekly. With a loyal fan base growing monthly, NOU is projected to be the largest read online magazine for survivors.

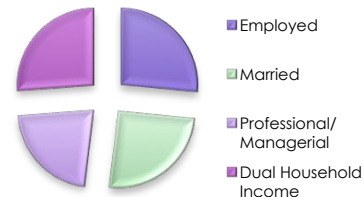
The magazine also hosts *NOU Life Expo* at SURVIVORville, allowing for vendors and author to showcase their products as the summer weekend event held in Nashville, Tennessee.

In 2017, NOU Magazine will publish its first hard copy print at SURVIVORville which will also double as the convention program.

NOU Magazine markets to the 8M women cancer survivors in the US alone. From the moment of diagnosis to decades past treatment, women cancer survivors celebrate their gifts of time and experience, ask difficult questions about their future, and live with new purpose and meaning.



## Demographics/Outreach



14,000+  
E-NEWSLETTER  
SUBSCRIBERS

20% AVERAGE  
10% OPEN RATE



Currently there are 8 million women cancer survivors in the United States. Because of advances in research, treatment and early detection, that number is estimated to rise to 9 million by 2022.

The mission of the Women Survivors Alliance is to establish a network where women affected by cancer can find their voice, improve their quality of life, and embrace their 2nd Act. The WSA has undertaken a national call to action to address the needs of women cancer survivors across the US.

Like all women, cancer survivors lead multi-faceted lives as wives, partners, mothers, daughters, employers, employees, and volunteers. And while women survivors have all the same dreams and needs as other women, they must also balance the game changing challenges a cancer diagnosis presents. They face health and self-image issues as a result of their treatments. They face financial, legal and insurance issues as a result of their medical care. They wonder if the disease that nearly took their lives might return.

While their disease sets them apart from others, it also creates a sisterhood. It is a loyal, little understood and untapped demographic. Until now.

In addition to SURVIVORville, our support offerings include *NOU Magazine*, 33,000+ per month in readership) and *My 2<sup>nd</sup> Act: (Survivor Stories from the Stage*, a professionally produced stage show of women survivors currently touring the nation.

The WSA works to transform survivorship from a mood into a movement by empowering, educating, and connecting women whose lives have been touched by cancer.

The WSA is an organization created BY women survivors FOR women survivors and works with other work along side its partner corporations and organizations to help women achieve true survivorship, and a fulfilling, promising, and cancer-free life!

## WSA/NOU Magazine Demographics



- Ages 18-24
- Ages 25-39
- Ages 40-55
- Ages 55+



# Target Your Buying Power

When you advertise in *NOU Magazine*, you connect directly with survivors along with cancer organizations, hospitals and cancer centers, physicians and their staff, researchers, research organizations and the movers, shakers and decision makers within the cancer community— more than 38,000 each month and our numbers are growing at a rapid pace.

**Social Media** - Facebook, Twitter, LinkedIn and whatever the future may hold in social media will keep the WSA and its work top of mind.

**Google Ad Words** - As a 501c3, the WSA has been granted \$10,000 per month in Google Ads

These ads are used to promote our convention and the work we do on our three websites:

- **[www.WomenSurvivorsAlliance.org](http://www.WomenSurvivorsAlliance.org)** - (The WSA) - The “mothership” organization.
- **[www.Survivors2ndAct.org](http://www.Survivors2ndAct.org)** - A live stage show production currently on tour throughout the US which features local women cancer survivors.
- **[www.SURVIVORville.org](http://www.SURVIVORville.org)** - “SURVIVORville” – an event held every two years in Nashville features educational opportunities for women survivors from all over the country and beyond.

**Publicity** - We supply a plethora of newsworthy announcements both on a local and national level.

**Partner Organizations** - The WSA has partnered with organizations, medical facilities and corporations on multiple levels. A vital part of those partnership agreements is the mutually beneficial cross- promotion achieved.

**Newsletters** - Every week, the Women Survivors Alliance connects to more than 14K e-newsletter subscribers providing direct access to our exclusive content, upcoming events, and magazine features.

**Nou Life Expo** - NOU Life Expo is a one of-a-kind expo whose attendees can shop the “streets” of vendors, network with others, meet and greet convention celebrities or have books signed by conference speakers and/or well known authors. The NOU Life Expo is held each year during SURVIVORville and is named for NOU Magazine, the Women Survivors Alliance online magazine and held at SURVIVORville every year. The NOU Life Expo also offers interactive, educational exhibits, demonstrations and presentations. It is the place to connect with survivors. Clothing, jewelry, and health and fitness products are just a few of the categories items that have been represented in the past and will be again.



**NOU** magazine

Over 150,000+ Monthly  
Page Views

81,000+ Unique Page  
Views Per Month

# Advertising Opportunities

## **LEADERBOARD AD \$1050/month (minimum 12 months)**

With your LEADERBOARD AD, you be noted as NOU Magazine primary supporter and you will receive:

Live linked Leaderboard Ad predominantly placed on the homepage of NOU Magazine noting sponsorship of NOU Magazine

Additional Video ad (if desired) on side bar of NOU Magazine Home Page

A one-half page ad in the NOU Print edition during SURVIVORville in July 2017

An exhibitor booth in the NOU Life Expo at SURVIVORville 2017

Name mentioned in NOU Magazine all e-blast posts

Full banner signage at the SURVIVORville

Your logo all official posters of SURVIVORville.

Recognition in all local and national pinpoint media and advertising as a NOU Magazine Partner Logo on all My 2<sup>nd</sup> Act: Survivor Stories from the Stage show programs (8 total for 2017) and websites for one year.

## **MEDIUM SIDEBAR AD \$250/month (minimum 6 months)**

With your NOU SIDEBAR AD, you will you will receive:

Ad and live link placed on the sidebar of homepage of NOU Magazine

A one-eighth page ad in the NOU Print edition during SURVIVORville in July 2017



## **VIDEO AD \$625/month (minimum 6 months)**

With your NOU Sponsorship LEADERBOARD AD, you will you will receive:

Predominantly video placement on the homepage of NOU Magazine

A one-1/4 page ad in the NOU Print edition during SURVIVORville in July 2017

A complimentary exhibitor booth in the NOU Life Expo at SURVIVORville 2017

## **CONTRIBUTING CONTENT WITH SERVICE/PRODUCT PROMOTION \$250/per article**

Are you looking to contribute content with a service or production promotion? If so, give Cindy Chafin a call or email today to discuss your needs and product.

## NOUMAGAZINE.COM

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## SOCIAL MEDIA

With six platforms and growing, NOU Magazine is able to partner with its parent organization WSA on creative messaging to connect directly with viewers in a variety of digital arenas.

5,000  
FACEBOOK FOLLOWERS  
WomenSurvivorsAlliance  
SURVIVORville  
My 2<sup>nd</sup> Act

3,800  
TWITTER FOLLOWERS  
@WomenSurvivors  
@SURVIVORville

## SIGNATURE EVENTS & EXPOS

NOU Magazine is a hub of user engagement for all things survivorship, including information on our events around the country which includes

SURVIVORville  
NOU Life Expo  
My 2<sup>nd</sup> Act: Survivor Stories from the Stage  
New Focus Network Filming

## E-NEWSLETTERS

Every week, NOU connects to more than 14K e-newsletter subscribers through WSA providing direct access to our exclusive content, upcoming events, and magazine features.

14,000+  
E-NEWSLETTER SUBSCRIBERS

20% AVERAGE OPEN RATE  
10% AVERAGE CLICK THROUGH RATE

Each newsletter is posted on social media sites with easy access to print content wherever, whenever.



# NOU magazine

For More Information on NOU  
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or the Women Survivors Alliance  
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