

# 2011 MEDIA KIT



THE QUARTERLY MAGAZINE

“LIVESTRONG means never giving up”

## THE LAF / LIVESTRONG BRAND: THE FIVE PILLARS



### 1. ACTIVISM

- **LIVESTRONG** embodies the fighting spirit.
- **LIVESTRONG** demands change.
- **LIVESTRONG** is not patient.

And with all things **LIVESTRONG** there is a sense of urgency, a belief that today is the day, an understanding that waiting for change is simply not acceptable.

### 2. HOPE & INSPIRATION

The heartbeat of **LIVESTRONG** is hope. Seventy million yellow wristbands. Some represent hope to survive cancer or for a loved one with cancer. And so many represent hope for a better life, a healthier body, a better world.



### 3. EMPOWERMENT

**LIVESTRONG** empowers people to take control of their lives. The yellow wristband stands as a symbol of personal change. By making our lives more meaningful, and by taking better care of ourselves—we change the world around us.

### 4. HEALTH & WELLNESS

Wellness is first and foremost a choice to assume responsibility for the quality of your life. It begins with a conscious decision to shape a healthy lifestyle. Wellness is a mindset, a predisposition to adopt a series of key principles in various life areas, resulting in high levels of well-being and life satisfaction.

### 5. PASSION & EXCELLENCE

- **LIVESTRONG** requires passion. It is only associated with people and things that evoke strong emotions.
- **LIVESTRONG** requires excellence. It is only associated with people and things that are of the highest quality and first-in-class.
- **LIVESTRONG** expects results and measures impact.



# LIVESTRONG QUARTERLY: READER PROFILE (CORE & TEAM)



“Survivorship is more than beating the odds. It’s about living life to the fullest.”

PAULA IVEY,  
CANCER SURVIVOR



## *The Affluent Suburban Family*

The LAF tends to draw younger individuals in professional and technical occupations. The typical member lives in an affluent neighborhood and is married with children.

<b>Gender</b>	60% male	40% female
<b>Age</b>	18-24	8%
	25-49	67%
	50+	25%
<b>Median age</b>	39	
<b>Median household income</b>	\$125,000	
<b>College educated</b>	71%	
<b>Committed</b>	To the LAF and the cancer cause (75%)	
	To a personal challenge (51%)	
	To making a difference (49%)	
<b>On the go</b>	30% travel from out of state for LAF events	
<b>Internet savvy</b>	529,000 visits (249,000 unique visits) per month on <a href="http://www.LIVESTRONGchallenge.com">www.LIVESTRONGchallenge.com</a> .	
<b>Community oriented</b>	50% of Challenge participants are on team.	
<b>Loyal</b>	97% want to attend or will seriously consider attending a future LIVESTRONG event.	
<b>Purchase reason</b>	39 % To show support for cancer survivors	
	27% To honor/memorialize	
	21% To show support for Lance	
<b>Connection to cancer</b>	83% Loved one has cancer	
	39% Know someone	
	13% Self	
	10% Healthcare provider/caregiver for cancer survivor	
	9% Health professional	
	3% No connection	

## LIVESTRONG QUARTERLY: CIRCULATION



"I am Brett.  
I live strong."

In its twelve year history, the Lance Armstrong Foundation has built a database of more than **2.7 million volunteers**, donors, LIVESTRONG Challenge participants, and merchandise/wristband purchasers.

Of this constituency, about **100,000 are actively involved** with raising money, participating in LAF events and advocating for the survivors of the disease.

The magazine (print and digital-active) will have a combined rate base of 1 million. Including print-on demand purchases, email opt-in recipients and free controlled distribution.

- ▶ **80% of the LAF's Database generates the majority of the foundation's revenue.**

### Reason for purchases:

- ▶ 39% To show support for cancer survivors
- ▶ 27% To honor/memorialize
- ▶ 21% To show support for Lance

### Cancer experience:

- ▶ 67% Family member, friend, co-worker
- ▶ 10% Not affected
- ▶ 5% Job serves cancer survivors



## LIVESTRONG QUARTERLY: The award-winning **SPOT ON media** team.

**Margot Sandenbergh**, Chief Executive Officer, is co-founder of SPOT ON media, as well as publisher and editorial director of **LIVESTRONG Quarterly**. She was the founder and publisher of city entertainment magazine *citylife* in Cape Town, South Africa. She was responsible for its creative and editorial vision and actively involved in all aspects of production, marketing, advertising sales, and circulation. Margot developed and extended the brand from a magazine product to two weekly TV shows, *big city* on M-NET (cable) and *citylife* on e-tv (network), which



won awards for best magazine show in South Africa in 2000 and 2001 respectively.

She also served as president of the AutoCAD Centre, representing the products of NASDAQ-listed software manufacturer Autodesk USA. Margot received a BSc from the University of South Africa and her MBA thesis on the magazine industry was passed cum laude by the University of Cape Town.

Margot currently serves on the advisory board of the Center for the Study and Treatment of Pain at New York University Medical Center.



Creative Director **Greg Paul** is the second co-founder of SPOT ON media and a graphics and design specialist. He was founding art director at *Ohio Magazine*, consulting art director for *Success*, and art director for *New Age Journal*, *The Plain Dealer Magazine*, *California Living* (the magazine of *The San Francisco Examiner*), and *Sunshine* (the magazine of *The South Florida Sun-Sentinel*).

He has received over 300 national and international design awards, including gold medals

from the Society of Publication Designers and the Society of Illustrators; and citations for excellence in publication design and editorial art direction from Communication Arts, Society for News Design, AIGA, and *The Graphis Annual*.

Greg spent 20 years as a partner in Brady & Paul Communications Inc., where he worked with over 300 publications (magazines and newspapers) on launches, redesigns, and rebranding/repositioning projects.

**LIVESTRONG Quarterly** editor **Curtis Pesmen** is a cancer survivor and author of seven nonfiction books, including *The Colon Cancer Survivors' Guide*, *How a Man Ages*, and *Your Prostate Cancer Survivors' Guide*. He has written for *Esquire*, *GQ*, *Money*, *Cure*, and *Outside* magazines, as well as for *The New York Times* and CNN.com. Formerly Chief of Research at *Esquire* and *Health* and Features Editor at *SELF* (creator of the pink ribbon breast cancer awareness campaign). In New York, he bicycle-commuted for 12 years in Manhattan, with only one taxi/bike collision embedded in his medical history.

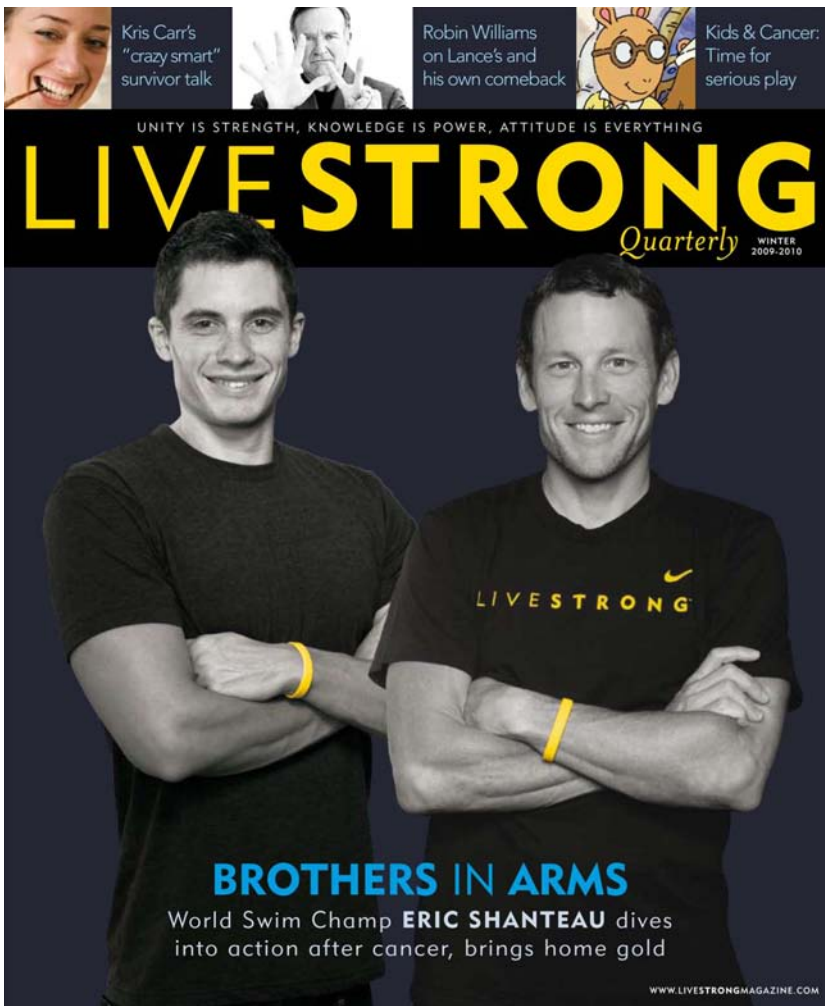


“LIVESTRONG is a global movement dedicated to changing the world through living well.”

—LIVESTRONG founder and chairman Lance Armstrong



## LIVESTRONG QUARTERLY: EDITORIAL MISSION



LIVESTRONG Quarterly is a new print, online and print-on-demand magazine. It bolsters our efforts to make cancer a global priority through

- ▶ compelling profiles of advocates, survivors, and supporters in the fight against cancer;
- ▶ articles about health, fitness, and wellness;
- ▶ resources and information about preventing, treating, and raising awareness about cancer;
- ▶ building an engaged community to take meaningful action on cancer issues worldwide.

We believe unity is strength, knowledge is power, and attitude is everything. Our goal is to share the LIVESTRONG message of hope, courage, and inspiration.

TABLE OF CONTENTS: FEATURES, DEPARTMENTS & COLUMNS

FRONT-OF-BOOK

Lance's Letter



A throaty welcome to readers new and old; a hybrid message of accomplishment, hope, and activism. With a dash of wit—and high-profile happenings.

Top Posts
What Are You Thinking?

Texts. Letters. Elite tweets. Screengrabs.

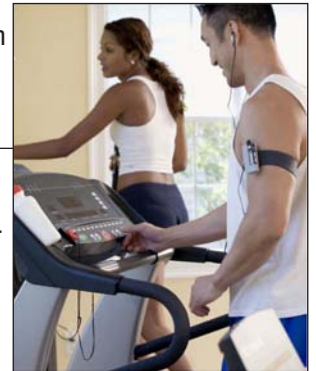


Strong Stuff
Quick Takes
On Health News

Fitness factoids; survivors rising. Also: The "body" politic. And introducing: The LiveStrong Top 5, a bullet-list of key finds and issues.

Your Mind
Think Strong

LSQ's docs and experts help readers lay the groundwork for top mind/body performance, no matter your fitness level. Introducing: mini-meditations, post-modern biofeedback, and confidence boosters toward higher levels of happiness—and achievement.



Your Bod
All the News That's Fit

There's always a revolution going on in the fitnessarena. This column, hosted by elite athlete-trainers, drills down on sports medicine for the weekend athlete (or survivor), while debunking murky myths in sidebars.

Your Meals
Food As Medicine

From new antioxidants and anti-cancer vitamin D to putting power into snack foods, this column cuts through label doublespeak. Along the way we'll cover (and settle) debates on food/nutrition fronts that matter to cancer survivors and health-actives alike. (With a regular beat on metabolism and healing.)

eat WELL pick a peck of POWER PEPPERS
Peter Piper sure knows his cancer-fighting power foods.
pepper, and keto-fiber veggie tabs. Midday lunch

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Your Support

Reaching Out, Reaching In

For those who don't favor the support group route, our resident psychologists (top docs who rotate writing duties) share secrets from "group," as well as one-on-one tips. Plus, we excerpt valuable e-therapy Q&As in print and online.

Your Home Life

Getting Re-Organized

Your Wellness

THE FEATURE WELL

LIVESTRONG Spotlight

The Sporting Life

High-Profile Heroics

Alternating between elite athletes and the Hollywood/music worlds. LSQ presents each issue: a celebrity's or athlete's emotional, survivorship-centered story.

The Journey Back

Empowering Survivor Stories

the JOURNEY back

## NEW SURVIVORSHIP MEDICINE

Its prescription has arrived, and the future holds real promise.

BY BRIAN ALEXANDER

Two questions was, one in answer: How do you properly treat millions of survivors who aren't sure how to live their lives? Earlier this decade, as cancer experts realized radiation more cancer patients were being treated effectively (often as first-line), questions of doctors grew loud enough to warrant a new medical adjuvancy: Call it survivorship medicine. Even if the medical association wasn't ready to give it a full-fledged oncological status.

The Institute of Medicine (IOM) summed up the trouble in a 2005 report called *From Cancer Patient to Cancer Survivor: Lost in Transition*. "Primary care physicians are often willing to assume follow-up responsibilities, but often receive explicit guidance from oncologists." Patients themselves often endured long-forgotten side effects from chemotherapy, radiation, and surgery. Many had questions about personal preferences, the brain by called "shared decision," practical advice like skin care, long-term follow-up care, and strategies to regain strength and fitness. The IOM report made a series of 10 recommendations for primary care called for patients to be provided with a comprehensive care summary and follow-up plan that were timely and factually explained. In response, the Lance Armstrong Foundation teamed with the University of Pennsylvania to create the LIVESTRONG Care Plan, powered by Penn Medicine's OncoLink.

The backbone of the program was created in March of 2004, a month before Yahoo even came online. Just Goldstein, M.D., a pediatric radiation oncologist and computer enthusiast at the University of Pennsylvania, set up something called OncoLink, an Internet-based resource for cancer patients and doctors. Two years later, in response to the site's growing popularity among patients, Goldstein hired oncology nurse, Maggie Harropson as the site's first full-time employee.

Harropson and some oncologists created forms and check-cases for the site, including ones about treatment, but eventually she began to wonder about what happened when people finished treatment. What was the long-term effect of different drugs? The oncologists' How could people cope with the long effects of the cancer and? It then could use information from "before" and "after"?

"She came up with a service program we called OncoLife Nurses," she says. "We got together all the oncology nurses who saw patients. They were the ones who would really tell people when was going to happen from the track a lot of non-oncology specialists didn't even know what Herceptin was. So we cut down and said, 'What do we tell our patients about the drug, their drug, side effects?'"

The site was built with assistance. "I gave a presentation about it at an oncology meeting and one doctor came up to me afterwards and said, 'This is ridiculous! You can't program to serve patients! My patients won't even know what those things are!'"

But that was the attitude. You get treated and doctors don't look back on you and life.

In 2004, partly in response to reports like the IOM made, the LAF started a program called the LIVESTRONG Survivorship Center of Excellence Network, with completion on our own terms. The University of Pennsylvania became home to one of the

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Taking control, with real-world tips and links to products and services on LAF sites. (And off-site, as well.) We all know CPAs do taxes; but have you heard of CAPs—Claims Assistance Professionals—who sort out and mediate billing and medical debt burdens?

From FDA concerns to new anti-cancer chemo/biotherapy "cocktails," we read the medical journals and research abstracts so you don't have to.

From actress/activist Kris Carr to Vaclav Havel, survivor, poet, and first president of the Czech Republic, we lend an eye and ear to strong and at times unsung leading voices in survivorship and health advocacy.

Mario Lemieux's UNSUNG STORY

He won the NHL scoring title six times and breezed into hockey's Hall of Fame, all before age 33. After cancer knocked him down in '93 he played on and became owner of the Pittsburgh Penguins, the team he had led to two Stanley Cup titles as a player. He grabbed an Olympic gold in 2002. This summer his Penguins won the 2009 Stanley Cup. Encore, anyone?

BY BOB CONDOIR

SCORE ONE (left) for survivorship. Lemieux played in nine seasons post-diagnosis.

RECOVERY (right) of the famed NHL Stanley Cup Lemieux's Penguins, led by captain Sidney Crosby, claimed it in June, first time since '92.

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A brief, Q&A, studded with weblinks (to audio interview, download), oversized pullquotes, and bold graphics, all designed to engage and inspire readers in both print and electronic editions.

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### Healing Happens Here

Breathtaking, jarring, calming photos, illustrations and post-modern art: Sometimes anti-cancer; often more subtle and subdued. This blue sky break—created by leading artists, photographers, survivors, and videographers—gives readers a pause for reflection that most magazines need, but too often overlook.



**CATHERINE ONE "UNTITLED"** The photograph of a sunset and trees parked up highway is for her. She's typically emotional and heady work. What's more adventurous and liberating than heading on open road with an destination in mind? The beauty, however, seems to be healing energy and steady movement. So much so, that she's always aware of the ground she's on. She's always aware of the ground she's on.

**AMON YOUNG "POUR ON THE COALS"** Amon Young is a visual artist who works with light and shadow. He's a making breakthrough is to use light and shadow to create a sense of depth and texture. The work came from an accidental source and, on a small scale, which has artists. But to me, they suggest an elegant simplicity.

**ED RICHIAI "VITAL TO THE CORE"** Pictures with words can have a double-whammy effect and it may take a while to understand what the artist means. The yellow text that makes up the words "Vital to the Core" resonates with the yellow LIVESTRONG bracelets. The artist includes the text on the bracelet, which is a nod to the fact that I don't really know where that I saw a pendant good and hard in my mind's outer phase. The power of art can hit you with surprising and often unexpected force.

**'We** were hanging out at Lance's house, kicking around ideas about how we could use his return to competitive cycling to help in the fight against cancer, and we decided to invite some interesting and provocative artists to create pieces inspired by Lance's story to help raise awareness and funds to fight cancer.'

— MARK PARKER, NIKE CEO



**ANDREAS GURSKY "TOUR DE FRANCE II"** Gursky's switchbacks are vivid reminders of the dangerous and exciting metaphorical twists and turns we all face. When I saw this photograph I thought of a rider or a driver or a walker or a runner heading uphill, working hard, very hard, to negotiate the road. She keeps her focus on moving forward, never looking back, and she is rewarded with an unknown and magnificent vista as she reaches her destination.

**GEOFF MCFETRIDGE "EVEN THE SIMPLEST SHAPES WISH TO BECOME LOGOS ONE DAY"**

Like an unusual or unforeseen experience, this custom yellow bracelet is beautiful and painful and witty at the same time. Would you actually wear a bracelet such as this? Be brave and try it on mentally. Sure, it may prick or scratch you, but luckily you can remove it after a second or two. You'll never forget the encounter. And that's what art should be all about.



healing HAPPENS HERE

### The Prevent Defense

The slickest way to beat disease is by preventing its development in the first place. We combine healthful caution with real-world, aggressive lifestyle strategies for quitting smoking, sun protection, diet, and exercise. Starting now.

### Sex & Cancer

Fertility & Sexual Health

LSQ believes that sex, like food and shelter, is a basic human (adult) need. So we've made sure to reserve a space for stories about sex and sexual health and cancer. Especially when so much pleasure has been denied to patients along the way. Alternating Feature: "Hollywood and Cancer."

#### BACK-OF-BOOK

### Ages & Stages

@ 20-30-40-50-65+

It's time people stopped treating and thinking about tumors (and other chronic diseases) all alike. We've all dealt with sexism and racism; what's taken 'ageism' in healthcare so long to emerge, and be defeated?

### Events & Calendar

To-Dos & Wanna-Trys

Alongside the Top 4-to-5 upcoming events (LIVESTRONG Challenges, Health conferences, National Cancer Survivor Day, we'll bookend key dates with photos and party coverage from LAF-world weeks we've just lived.

### LIVESTRONG

Cover Challenge

A wonderful way to engage and challenge readers, by inviting them to compete quarterly to win a chance to "pose" with Lance on a mock cover of LSQ (with a Photoshopped Lance looking on in celebration of the winner). The best one-year survivorship anniversary party idea wins.



**KEVIN MULSHINE, 47**  
Putting Cancer in Its Place

**HIS BATTLE CRY:** "I saw the war as cancer, and all complications as battles."  
**ON LIVESTRONG & LIVING LONGER:** "This was the best summer of my life. After 124 days in the hospital, I am amazed at how weak a body can get and still recover."

### The Rear View Your Gear Here

A grab-you photo and text block of hot or useful products and equipment (unreal recumbent bike), must-have gadgets, and other overlooked gear.

## LIVESTRONG QUARTERLY: THE NUMBERS



### ISSUE DATE

### DISTRIBUTION / ON SALE

Summer (July, August )

July 22

Fall/Winter

November 1

### THE NUMBERS

Frequency:

Quarterly

Binding:

Perfect bound

Editorial pages:

64 pages (average total book size 80 pages)

Advertising ratio:

Minimum 20/80, maximum 50/50

Circulation:

Rate base (print and digital) 1,150,000 per issue