About HealthyWomen

For 25 years, HealthyWomen has inspired and empowered millions of women to take a proactive role in their health.

A progressive and unique women’s health not-for-profit, HealthyWomen combines a 24/7 online health media platform with award-winning education and advocacy campaigns.

HealthyWomen offers brands an exciting Web destination where they can engage with readers and health care providers alike, provide valuable health information that both educates and improves the health of women nationwide.
Audience Demographics

HealthyWomen.org is the go-to resource for women of all ages and life-stages.

The average HW reader is:

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-54</td>
<td>58%</td>
</tr>
<tr>
<td>College Educated</td>
<td>55%</td>
</tr>
<tr>
<td>Married</td>
<td>61%</td>
</tr>
<tr>
<td>HHI $60,000 and up</td>
<td>31%</td>
</tr>
<tr>
<td>HHI $100,000</td>
<td>21%</td>
</tr>
</tbody>
</table>

Through strategic partnerships and advisory councils, HealthyWomen enjoys a strong following within the health care provider community.

HCP expertise includes:

<table>
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<tr>
<th>Specialty</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Nurse/Nurse Practitioner</td>
<td>41%</td>
</tr>
<tr>
<td>MD</td>
<td>7%</td>
</tr>
<tr>
<td>Physician’s Assistant</td>
<td>2%</td>
</tr>
<tr>
<td>Other Specialty</td>
<td>39%</td>
</tr>
</tbody>
</table>
Web Statistics

HealthyWomen provides access to credible, medically vetted health content and information—helping women make informed health decisions for themselves and their families.

- 2,000,000+ unique visitors
- 300,000 monthly page views
- 1,200-1,500 survey respondents
- 1,000+ engaged community members
- 84% traffic from search

Top Content on HW.org:
- Hormone Therapy
- Pelvic Health
- Pregnancy & Parenting
- Sexual/Reproductive Health
- Healthy Living
Connect with your target audience through our integrated advertising and partnership opportunities.

**Sponsorships**
- Health Centers
- Apps/Online Tools
- Contests/Giveaways
- Newsletters
- Twitter Chats

**Content Integration**
- Feature Articles
- Surveys/Quick Polls
- In-Market Events
- Videos
- Community Contests

HealthyWomen Readers are interested in:
- Pregnancy/Parenting
- Midlife
- Diet/nutrition
- Exercise
- Well-being
- Caregiving
- Managing Stress/Anxiety
Newsletter & Banner Advertising

**Newsletter Specs**

**Ad Options:**
- 300x250 rectangle
- 728x90 header/footer banner
- 160x600 skyscraper

Accepted format: static .jpg/.gif (no larger than 50KB)

**Newsletter Options/Subscribers:**
- Take 10: 65,946
- News from HW: 12,239
- News from HW - HCP edition: 5,789
- Sex & a Healthier You: 2,110

**Online Ad Specs**

**Ad Options:**
- 300x250 rectangle
- 728x90 header/footer banner
- 160x600 skyscraper

Accepted format: static .jpg/.gif/.swf (no larger than 50KB). For other formats, please contact us at 215-489-7000 ext 119

**Placement:**
- Homepage
- Health Centers
- Channel Landing Pages

For rates and more information, please contact:

HealthCom Media
215-489-7000
Greg Osborne, ext 101
Tyra London, ext 117
gosborne@healthcommedia.com
Ready to help us engage, educate & empower?

Contact our team to discuss the promotional opportunities outlined above and how your brand can work with HealthyWomen:

Health Education/Disease Awareness Programming:

Beth Battaglino  
President & CEO  
(732) 530-3461  
ebattaglino@healthywomen.org

Beauty/Fitness/General Wellness Programming:

Michelle Fernandez  
Director of Development and Client Strategy  
(732) 978-4878  
mfernandez@healthywomen.org