

The NWHN invites you to sponsor

Your Health **UNLOCKED!**

Answers you need. Stories that matter.

Media Kit 2022





About Your Health Unlocked

Your Health Unlocked is a podcast that empowers you to make better health care decisions by elevating reliable information and stories about today's most pressing health topics. This podcast is produced by the National Women's Health Network (aka The Network), a nonprofit group of activists fighting for better access to high-quality health care across the nation. The Network does not answer to big pharma we only answer to science and health care consumers like you.

Our Why

The Network's key mission is to improve health. We do this by strategically shaping health policy, expanding access to care, and providing reliable health information. This podcast is just one of the many ways we're getting that information into the hands (and ears!) of the people who need it the most. Together, we can build a comprehensive and equitable health care system that empowers and supports us all in our lives.

About Your Health Unlocked

Here at the Network, we believe:

- » Health is a human right.
- » Our gender identity, race, ethnicity, sexual orientation, disabilities, geographical location, socioeconomic status, insurance status, and immigration status should not dictate the quality of health care we receive.
- » This work is intersectional and must be conducted through a lens of diversity, equity, inclusion, and justice.
- » Lived experience and scientific evidence must drive health policy and shape health care.
- » Maintaining the integrity of our work is essential.

The Your Health Unlocked podcast is committed to embodying these values over the air waves by:

- » Uplifting science-backed and inclusive health policy ideas.
- » Centering underrepresented story tellers as episode contributors in a way that is respectful and responsive to their needs.
- » Trusting that our guests are the experts in their own lives.
- » Transparently sharing all sources and fact-checking activities in episode-related blog posts.
- » Declining financial support from drug companies, insurance companies, and medical device companies.

Our Approach



Our Reach

Organic Shared & Owned Media

- » **Email list size: 21K** and growing every day
- » Our total **social media followers** combined across Facebook, Instagram, LinkedIn, and Twitter: **17,000+**
- » Our average **social engagement per month** (i.e., likes, comments, and shares) combined across Facebook, Instagram, and Twitter: **14,000**
- » Average website visitors per month: **139,000**

Paid Media (Facebook, Instagram, & Google Ads)

Since January 2022

- » Reached approximately **592K** people and received **2.46M impressions** with our paid ads.
- » Ran **39** different ads during that time.
- » The people who interact the most with our paid ads are:
 - » **Women 18-35** everywhere in the U.S. They mostly interact with us via Instagram but we also reach them via Facebook. Though all younger women are receptive to our campaigns, we prioritize getting our message out to women in restrictive states.
 - » **Women 44-65** who are progressively minded individuals across the nation. They exclusively interact with us and we reach them via Facebook or through Google search.



Our Audience



Read on to meet those who are representative of the Network's audience. Overall, we are reaching an educated group of individuals who are middle to upper middle class, within the top 25-30% of wage earners.

- » Alice is young, brilliant, and wants to change the world. She is plugged into the Network for practical tips, tools, and training on how to advance her career in public service.
- » Vivienne protested the FDA alongside the Network in 1975 on behalf of women who died because no one would give them information about the risks of estrogen-containing contraception drugs.
- » Yvonne wants a safe, healthy, and just future for herself, her friends, and her children.
- » Jai has an issue brief due in 48 hours and wants to hear from the subject matter experts on the health policies that are going to make the nation stronger and fairer for everyone.
- » Helen represents all the clinicians who believe people make good decisions about their health care when they have accurate information and are treated with respect.
- » Alan understands he has privilege and wants to use it in service of the women in his life.
- » Braden is nonbinary, and is looking for organizations that recognize them and respond to their needs.

A Sneak Peek at the Launch Season

The Network's Core Issue Areas

For its launch season, the Your Health Unlocked podcast will feature stories, information, and guests that speak to the **history, present, and future of health care access and equity** alongside the following issue areas:

Policy Campaigns	Signature & Key Issue Areas
Abortion Access	Medication Abortion & Self-Managed Abortion
Aging Women	Bone Health (Osteoporosis) & Menopause (Hormone Replacement Therapy)
Breast Health	Stories, Insights, & New Research Related to Breast Health & Breastfeeding
Chronic Conditions	Diabetes, Hypertension, & Cardiovascular Disease
Contraception	Safety, Access, & Affordability
Disability	Health Issues Relevant to People Living With Intellectual & Physical Disabilities
FDA Advocacy	Regarding Clinical Trial Diversity & Sex Drugs for Women
Sexual & Reproductive Health	Fibroids, Cervical Cancer, & Sexual Well-Being
LGBTQIA+	Confronting Implicit Bias & Gender Affirming Health Care
Maternal Health	The Postpartum Experience & Paid Family Leave
Mental Health	Depression, Anxiety, & Burnout
Social Determinants of Health	Racism, Domestic Violence, Poverty, & Implicit Bias

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01



A Path Forward

A conversation with the changemakers who shaped the Network's history, inform our present, and secure our future.

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02



Navigating Dementia & End of Life Care

A discussion with Dr. Julie Thai, geriatric medicine specialist.

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03



The Life of a Newly Minted Nurse

The global pandemic edition.

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04



Protecting Against Burnout

Tips from Amy Papandrea, trained social worker and Principal at Stone Lotus Health Coaching

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05



"I had to send them away."

How Ohio abortion regulations are harming OBGYNs and their patients.

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06



How to get Your Allies to Take Action

Persuasive writing tips for new and aspiring activists.

Just a Few of the Episodes in the Works

Sponsorship Opportunities

Sponsorship of Your Health Unlocked offers opportunities for visibility on the Network's website and across all the Network's media formats.

Sponsorship is a lot like advertising - except our sponsors are changemaking partners who share our values rather than just customers. We went the sponsorship route because what we elevate is just as important as what we don't, and we're very selective about who we work with.

Sponsors are amongst an exclusive group of NWHN-approved and recommended organizations, businesses, entrepreneurs, artist-activists, think tanks, and more. We'll help you put together the right sponsorship package no matter your budget, and will of course keep you closely informed as to how your campaigns are performing via customized, easy-to-digest reports.

Exposure. Connection. Visibility.



A La Carte Sponsorship Benefits

Your name and hyperlink on

- » the YHU podcast landing page
- » One shared social media post (per month)
- » One quarter: \$350, One year: \$1,190 (save \$210)
- » One quarter: \$500, One year: \$1,700 (save \$300)

Your logo and link on

- » the YHU podcast landing page
- » One shared social media post (per month)
- » One quarter: \$500, One year: \$1,700 (save \$300)
- » One quarter: \$750, One year: \$2,550 (save \$450)

Email (12 available)

- » One dedicated email to our 21K+ email list
- » One email: \$999

YHU Audio Spot (50 available, 30 seconds)

- » One episode
- » Four episode bundle
- » One episode: \$300
- » Four episodes: \$1,020 (save \$180)

Contact Us

About YHU Podcast

Adele Costa
Director of Communications
E: podcast@nwhn.org
W: www.nwhn.org/yourhealthunlocked

About Sponsorship

Rachel Branaman
Interim Director of Development
E: rbranaman@nwhn.org

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