

EmpowHER[®]

Improving Health. Changing Lives.



2013 Media Kit

Answers. Advocacy. Community.



EmpowHER is a leader in women's health and wellness on the Web.

Our Mission

To improve women's health and change their lives.

For HER

EmpowHER is the only comprehensive social health platform for women on the Web today providing women a safe peer health community along with gender-specific health information and resources they want and need. Millions of women visit EmpowHER.com every year seeking to gain sights from other women about hundreds of health conditions and wellness topics. They consume expert clinical health information and access health advocacy tools to improve, change and save their lives.

For Health and Wellness Marketers

EmpowHER is your partner and solutions provider for reaching HER - the empowered female health consumers that control 90% of the household spend on health care - who need your services, treatments and products. They are looking for you. They need what you are offering. We would like to introduce you to them.

Overview

Women
18-55+

Are seeking information, answers and peer perspective around health and wellness

700+
Conditions

With over 125,000 UGC threads featuring women asking, sharing and connecting

More Than
1900

Lives have been improved, changed or saved on EmpowHER.com



By a woman. For women.

I Got Sick

After a complete hysterectomy, my health tanked. As I became more sick, my depression worsened. I was so depressed and hopeless I did not want to live anymore.

I Sought Help

Through a recommendation of a friend, I finally got the help I needed. The fix was simple, but was so hard to find. I thought "with my access to health resources this was harder than it should have been. If this happened to me, what is happening to women all over the world?"

I Got Well, and Then... I Got mad

At that moment, I decided I would dedicate my life to making sure no other woman would suffer as I had. That is how EmpowHER was born. It is the resource I wish I had when I was sick, and I feel blessed that it has already helped millions of women all over the world learn to advocate for their own health, and to support each other.

Michelle K. Robson

Founder

Inspiration for EmpowHER

EmpowHER Connects with Women's Needs

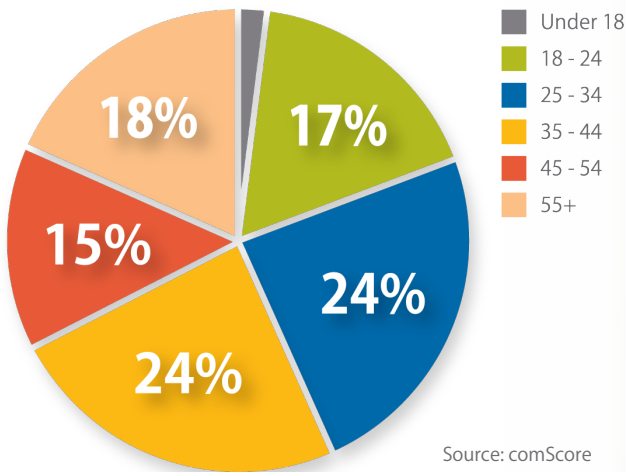
To Connect with Each Other

The California HealthCare Foundation reported that when patients managing the same chronic condition share observations with each other, their collective wisdom can yield clinical insights well beyond the understanding of any single patient or physician. EmpowHER offers women a safe and caring community where they can connect and share with each other.

For Information

In 2001, the Institute of Medicine validated the need for studying the gender differences in all areas of biomedical and health-related research. EmpowHER supports women's health research and advocacy, and strives to provide the best resources and tools for women to take charge of their own health and well-being.

Meet HER. The Chief Health and Wellness Officer.



EmpowHER's Audience:

North America 71.5% Europe 20.6%
 Asia Pacific 5.9% Middle East-Africa 2.0%

58% have children Household Income:
 25% \$40K-\$60K
 40% have a household size of 4 or more 29% \$60K-\$100K
 23% \$100K+

Seek Peer Perspective and Online Health Resources

- 9 out of 10 Women Seek Health Information via the Web
National Marketing Institute
- 9 out of 10 EmpowHER Users Seek Health Advice From Other Women
EmpowHER User Survey

Consume More Healthcare

- 40% of Women in the U.S. Alone Have One of the "Big 6" Health Conditions; While 51% are "Active & Fitness Oriented"
World Health Organization
- Women Make 4.6 Doctors Visits a Year; 3x More Than Men, 2x More Than Their Children
CDC

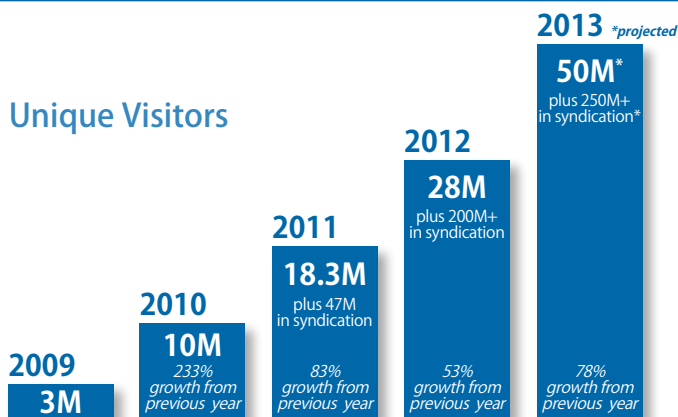
Are the Buyer

- Women are Responsible for 90% of All Health Care Decisions
American Academy of Family Physicians



Consumer Profile

Unique Visitors



She Comes to EmpowHER for:

- Health and wellness answers through the 24-hour guarantee ASK feature and social sharing options
- The largest women's health and wellness content library on the Web
- The largest peer-to-peer community of women talking about their health and wellness
- Advocacy advice, tips and tools for HER and HER loved ones

EmpowHER improves health. Changes lives. Saves lives.



Gina
Member, EmpowHER

“Plain and simple... EmpowHER saved my life.”

Gina was suffering from irregular periods, heavy bleeding, and severe depression. Her treatments did not help her and she came very close to taking her own life. Then she heard about EmpowHER. She went to the site and shared her story, and within 24 hours she was on a brighter path. Now she has a doctor who is really addressing her issues and she feels like a new person.



MonaLou
Member, EmpowHER

“Reading an article on EmpowHER saved my loved one’s life.”

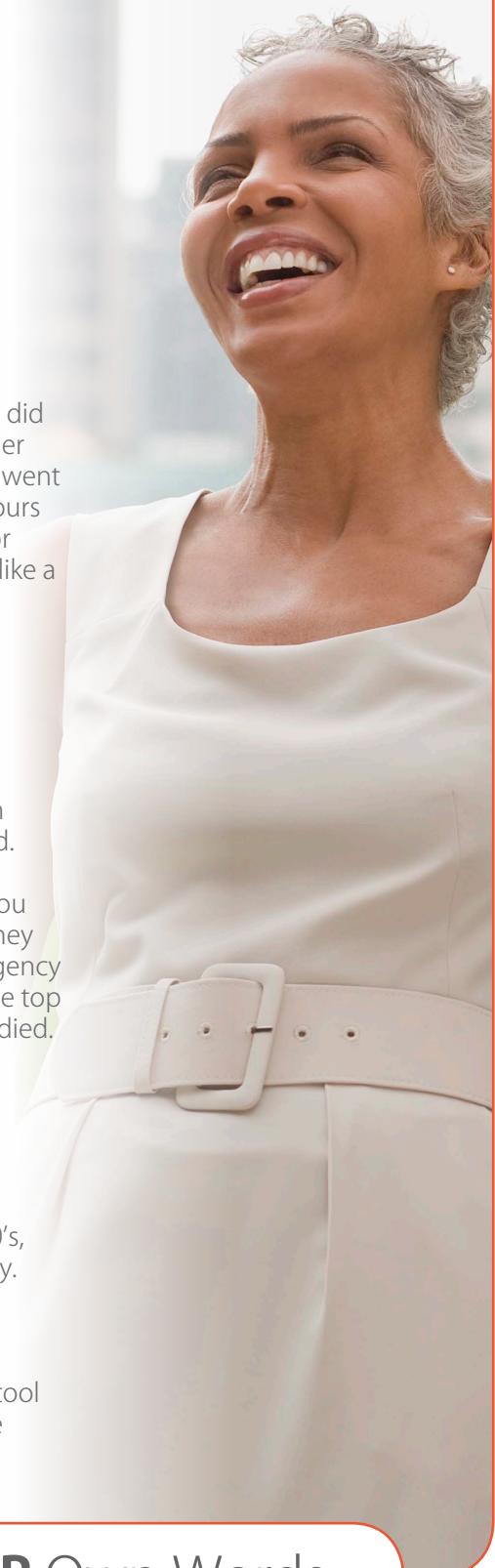
MonaLou’s partner was having odd sensations in his abdomen. Initially, neither seemed concerned. However, after reading an article on EmpowHER about the symptoms of aortic aneurysm, MonaLou realized the symptoms matched her partner’s. They immediately saw a doctor who scheduled emergency surgery. The size of his aortic aneurysm was at the top of the danger scale. Had it burst; he would have died. Post surgery, he is a perfect picture of health.



Christina
Member, EmpowHER

“Thank you for such a life-changing experience.”

Christina had a complete hysterectomy in her 30’s, creating a confusing path of changes to her body. Her doctor could not give her the answers she needed, so she turned to Internet research. She found the answers she needed on EmpowHER. According to Christina, “EmpowHER has been a tool for me that has been the missing resource I have been looking for all this time.”



In HER Own Words

Community

Over 380 groups have been created by EmpowHER members on topics ranging from diet, to arthritis, to parenting.

Content

Featuring over 130,000 pieces of original video, text and user-generated content, EmpowHER.com has one of the largest women’s health and wellness libraries on the Web.

Social Engagement

Thousands of health questions, stories and comments are posted every month, making EmpowHER one of the most active women’s social networks on the Web.

We can help you help others.



"We are very impressed with the results we received through the EmpowHER website. EmpowHER over-delivered on our goals through ads and published content. This website provides quality educational content that women can trust. Being associated with EmpowHER lends credibility to our brand and helps position ourselves as a thought leader in women's health."

Tracey Saenz, *VP of Sales and Marketing,*
Softcup



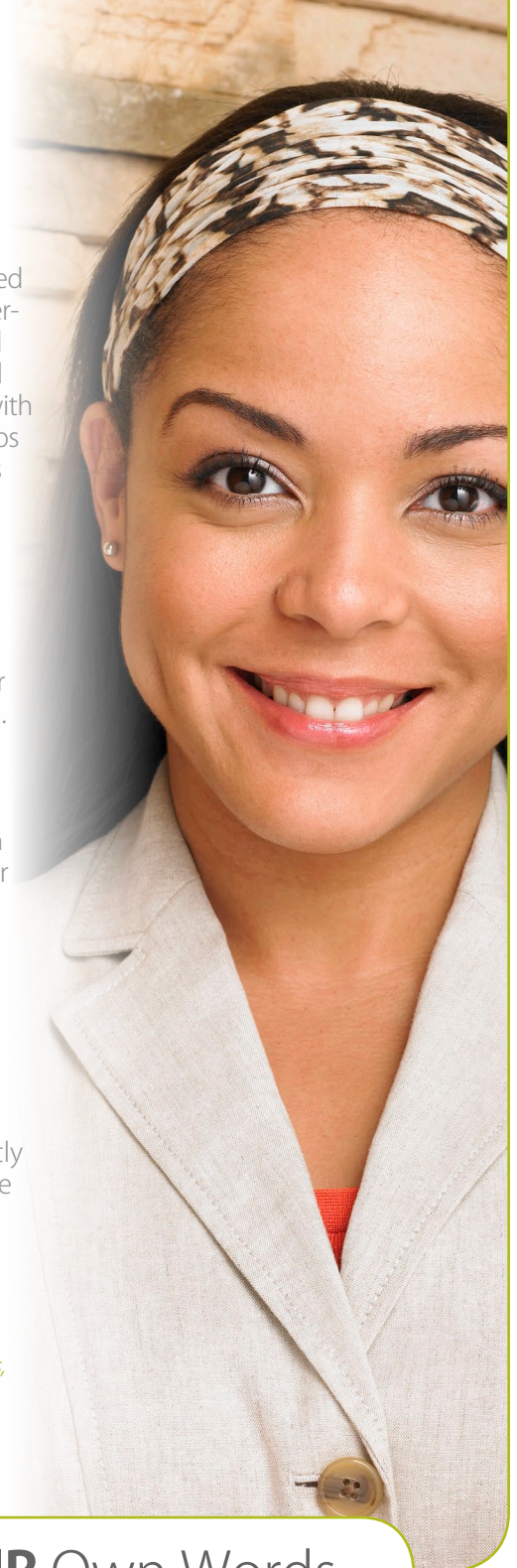
"EmpowHER has been an excellent addition to our integrated marketing campaigns at Banner Health. We are impressed. EmpowHER has over-delivered on unique visitors to our content and profiles, and the company's staff offers great ideas, helpful resources, and measurement to prove the value in our investment. We look forward to expanding our relationship."

Stacy Mowery, *Director of Brand Strategy,*
Banner Health



"EmpowHER delivers. They exceeded our campaign's monthly unique visitor goal by 2 times; drove nearly 2,500 qualified visitors directly to our site, and delivered more than 26,000 page views to our sponsored content. We wanted to reach women in their 30s - 50s actively looking for health and wellness resources. EmpowHER was an ideal online partner."

Shelley Ducker, *Associate Director, Communications,*
Qiagen



In THEIR Own Words

EmpowHER Gets Results

Looking for a **2:1 to 4:1 ROI**? Smart marketers that work with EmpowHER win **share of mind and wallet** with nearly 2.5 million women who are making health and wellness buying decisions **every month**.

Clients Come to EmpowHER for:

- Compelling content development
- Published content within a credible and relevant environment
- Brand-safe social media engagement
- Patient/consumer engagement
- Highly targeted audience
- Fully integrated and turn-key campaigns
- ROI measurement and reporting

We introduce health and wellness marketers and agency professionals to highly-qualified and engaged health consumers.

\$2.86 Billion

Was spent online in 2012 by health and wellness marketers; growing at 10% per year.

Marketing Sherpa

\$150 Billion

Is spent annually by consumers on health and wellness products and services.

Marketing Sherpa



Market Profile

Partners & Clients We Serve

Health Care Marketers

- Health Care Providers/Hospitals
- Pharmaceutical/OTC
- Medical Device
- Consumer Packaged Goods
- Physicians

Agency Professionals

- Digital
- Marketing Communications & PR
- Advertisers
- Media Buyers
- Social Media

Partners

- Publishers and Media Companies
- Advertising Technology Companies
- Media and Production Services
- Web and Online Services
- Ad Networks





Sponsorship programs you can't get anywhere else.

Health Topic Sponsorship

Sponsor all standard display advertising within an entire health topic on EmpowHER.com to reach women searching for specific health or wellness information.

Health Topic Site Skin

Gain maximum visibility for your brand and drive awareness by enhancing your Health Topic Sponsorship with background skin ads wrapped around all content relating to the specific health topic you choose.

Social Media Sponsorship

Let our social-publishing experts intelligently and effectively push your content across the social Web through targeted posts determined by the needs of your campaign.

Newsletter Sponsorship

Enhance your content by participating in the EmpowHER's weekly newsletter with sponsored content and ad units or work with us to create a tailored sponsored section just for your brand.

Health Topic Video Pre-Roll

Sponsor original videos within any health topic and receive up to 30 seconds of pre-roll advertising that can help compel an already engaged audience to action.

Resource Center Sponsorship

Stay top-of-mind with your audience by sponsoring one of our 50+ unique editorial destinations dedicated to specific health and wellness topics, such as Healthy Eating, Pregnancy or Breast Cancer. Or let us create and customize a Resource Center that meets your brand's specific needs.

Sponsor Profile

A one-stop destination for all the custom content associated with your sponsorship to give users direct access to your content, staff bios, contact information and can also include custom graphics, calls-to-action or other conversion tools.

Sponsorship Offerings

Targeted Marketing Gets Results

EmpowHER users want smart content that teaches them something and is easy to find online. They seek validation about their experiences from peers they

trust, and empowerment to make the best choices for themselves and their loved ones.

Content and marketing opportunities that work for you.

EmpowHER's Home Page Roadblock

Take over EmpowHER's home page to give you compelling branding and consumer engagement opportunities with multiple ad units including background skin, leaderboard ads and content spotlight.

Custom Content Creation

Our world-class team of writers, experts and editors work with your brand to create original content that educates and influences your target audience of health and wellness consumers.

Custom Video Production

Use our industry expertise to produce a custom video or video series that include expert interviews, branded content integration, real health stories and health topic news to meet your video needs.

Sponsor Provided Content

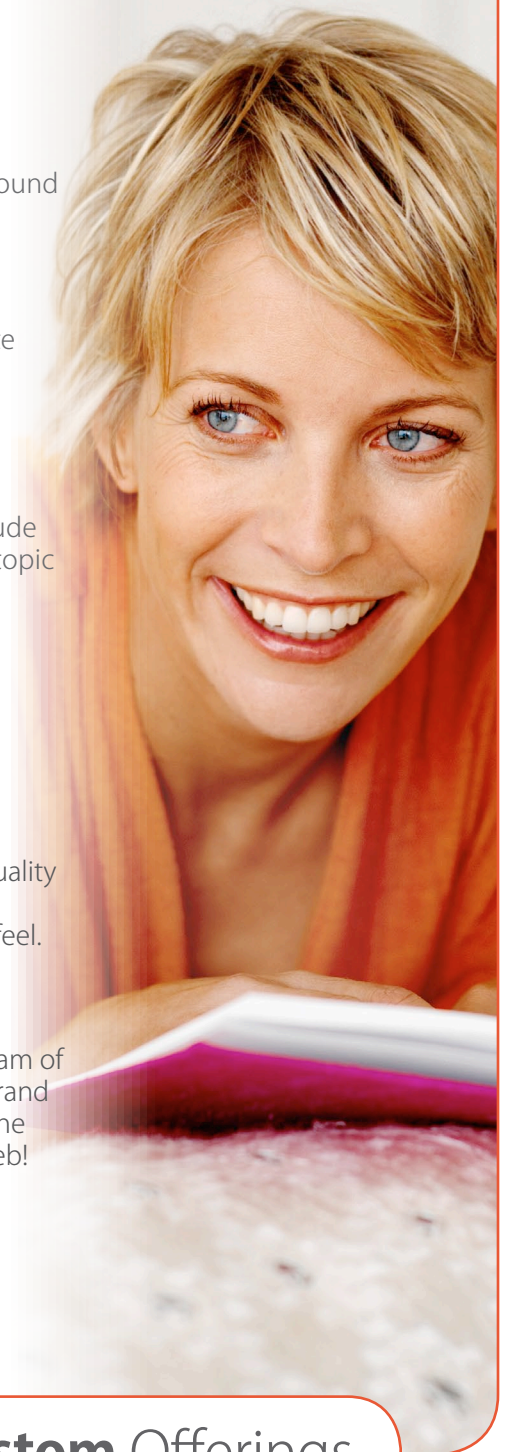
We can breathe new life into your existing content to drive awareness to our community of highly-qualified engaged female health consumers.

Custom Event Hub

Capture the excitement of your event and spread it across the Web with high quality coverage by our team of professional writers, editors, photographers and videographers in real-time on a content hub that reflects your event's look and feel.

Event Hub Sponsorship

We've partnered with several women's health conferences and are sending a team of writers/bloggers and videographers to cover the events as they happen. Your brand will be associated with hundreds of pieces of content before, during, and after the conferences for women to enjoy in an EmpowHER Event Hub and across the Web!



Custom Offerings

Our Sponsorship Programs Work For You

We have the right products and services to make your campaign successful. All components can be custom bundled to achieve your marketing objectives. We

provide detailed statistics and robust analytics to give you clarity and insights to prove, measure and improve ROI.



The Change Begins Now.

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