

MULTI-FACETED SPONSORSHIP ASSET MAP



MULTI-FACETED SPONSORSHIP PLATFORMS

The Hormone Health Network can help you reach your targeted and niche audiences to connect your brand and service to our network of health care professionals, patients, caregivers, and the general public. Recent statistics demonstrate key features of our audience.

Contact us today to discuss how we can develop a unique partnership that delivers results.

DIGITAL CONSUMER PROFILE

AVERAGE AGE: **25–34** YEARS OLD

70% WOMEN / **30%** MEN

3 MILLION+ ANNUAL VISITORS TO HORMONE.ORG

6,000 AVERAGE MONTHLY DOWNLOADS

AVERAGE TIME ON WEBSITE: **3 MINUTES**

11,000 NEWSLETTER SUBSCRIBERS

FACEBOOK FOLLOWERS: **12,200+**

1,800 TWITTER FOLLOWERS

TOP REGIONS



- United States
 - India
- United Kingdom
 - Mexico
 - Canada

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CONSUMER ENGAGEMENT

A sponsor can benefit from our fully integrated consumer engagement strategy that will allow for increased exposure, a strengthened connection with key customers, and a demonstrated commitment to your brand. The Network offers a variety of both online and offline engagement platforms:

ONLINE ENGAGEMENT

Hormone.org, Social Media, Email Marketing

OFFLINE ENGAGEMENT

Strategic Partnerships, Tradeshows, Conferences, Special Events

ABILITY TO CUSTOMIZE AND ACTIVATE

Without a highly activate-able property, sponsor promotions lay flat. Our sponsorships have legs and we'll work with you to customize ways to leverage the relationship. We give you ready foundation for high-impact promotions and publicity.

A sponsor's activities can be customized around specific programs such as:

- Diabetes
- Women's Health
- Obesity
- Thyroid Disorders

EXPERIENTIAL MARKETING

The Hormone Health Network helps you reach targeted health conscious consumers year-round through integrated communication channels. Companies can select and customize the opportunities that best fit their marketing objectives. We offer many print, electronic, online, and face-to-face options for building relationships with your target audiences which include:

- Educational Resources for Patients, Professionals, and Salesforce
- Social Media Campaign
- *Endocrine News*
- Educational Video Series
- Hormone.org
- Email Campaigns
- Special Events
- Recognition with Logo Placement

ISSUE RELEVANCE MARKETING

Aligning with the Network places your company at the forefront in educating the general public and patients about endocrine related diseases and conditions health education. It will enable you to convey important health information, dispel common misconceptions about hormones, and more importantly, support the Society's mission of helping providers engage their patients, and encourage them to take an active role in managing their health. Relevant issues include:

- Menopause
- Thyroid Disorders
- Diabetes
- Obesity

GET INVOLVED

The Hormone Health Network seeks the financial support of companies so we can implement our strategic initiatives and activate and engage the general public and patients to become educated about endocrine related diseases and conditions. Get involved and become a corporate supporter.

CONTACT US TODAY

The Hormone Health Network sponsors are recognized as key players in educating the general public and patients about endocrine related diseases and conditions. Opportunities to partner are endless and we welcome your ideas. Just contact Lynette Fludd, Manager, Hormone Health Network, to begin discussions at 202.971.3640 or lfludd@endocrine.org.