



Menopause TM *matters*

The independent source providing up-to-date, accurate, clinically-led information about the menopause, its symptoms and treatment options.

Media Pack 2024



Our Track Record

“Established in 2001 the idea behind **Menopause Matters** was to provide women and healthcare professionals with clear, unbiased, up to date information on all things relating to menopause. As a practising gynaecologist in the NHS and menopause specialist for 30 years my experience is that when it comes to looking at treatment options women want to make an informed choice for themselves. **Menopause Matters** was created to do exactly that – to inform women, empower them to make a choice that’s right for them. We aim to do that in an independent, non-sensationalist manner as the go-to trusted source for women, their families, friends and employers ensuring the right message is received.”

Dr Heather Currie MBE
MB BS, FRCOG, DRCOG, MRCGP
Founder of Menopause Matters



“Every quarter, I receive my copy of Menopause Matters and am impressed by the content. There is always one article that speaks to me, and answers my questions. Thank you for producing this magazine Heather, it’s vital to have this resource, and to know that you are so thoroughly researching some of the issues that are neglected by the mainstream media.”
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“I did enjoy reading Menopause Matters and it was extremely helpful to me. I felt like I was normal and not imagining all the dreadful symptoms I had”
.....

“Can I just say a huge “THANK YOU” – you don’t know just how much a benefit to me, reading this magazine has been!”
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Menopause
matters[™]

The Audience

There are approximately 13 million women in the UK who are either peri- or post menopausal. Whilst awareness around menopause has perhaps never been stronger we still see it as vitally important that the correct and accurate information is available to all concerned. There are of course women entering menopause every day and so our readership is ever changing as women progress towards and through their menopause journey.



Audience profile

98%
female

96%
British

Age range

7%
40 or under

70%
aged 41-50

22%
aged 51-60

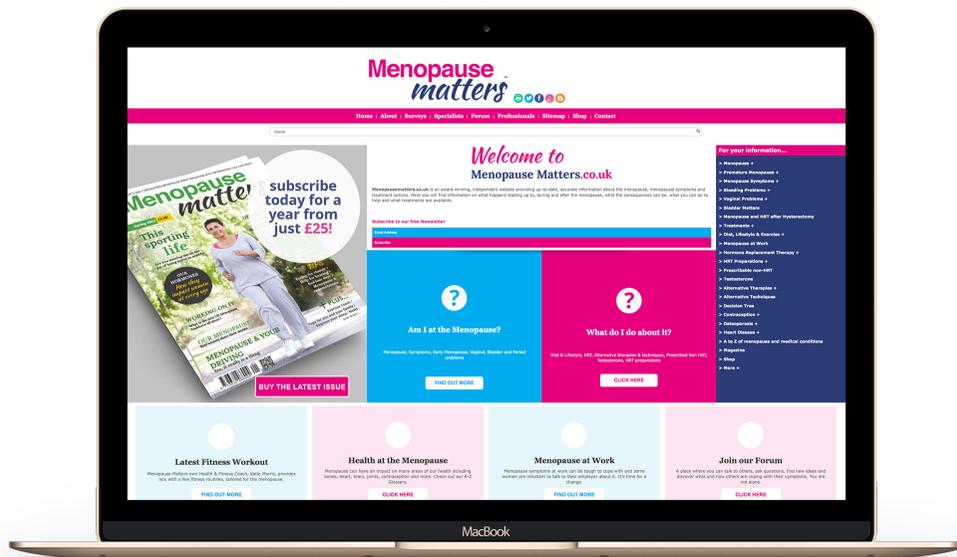
1%
aged 61-70

Website

menopausematters.co.uk

An average of 465,173+ page views per month. That's over 5.5 million a year.

Founded by Dr Heather Currie MBE, providing menopause care and education for more than 30 years, Menopause Specialist, Trustee and past Chair of the British Menopause Society, menopausematters.co.uk is outstanding in its delivery of clear, unbiased, up-to-date information on menopause and treatment options for both women and health professionals.



Feedback from women and health professionals:

97%

found the website information useful

91%

would visit the site again

100%

of health professionals questioned would recommend the site to their patients

“This website is life-changing. As a result of it I had the courage and information to seek out a really good consultant and the HRT regime he put me on has made me feel completely different. I only wish I had discovered you years ago.”

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What we offer our readers

Quarterly Print Magazine

Menopause Matters is the UK's only dedicated print menopause magazine. It began in 2005 and since then has grown to an 116-page publication of the highest quality, which is now available by subscription, controlled circulation and in selected newsagents. Individual copies can also be purchased online.

A combined reach of 379K+

Free Weekly Newsletter

37,886+ subscribers

Social Media

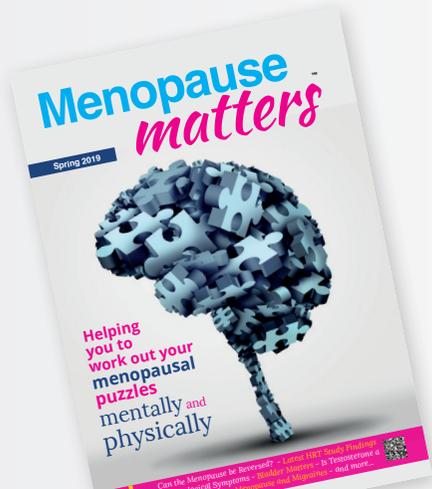
 [@menopausematters](https://www.instagram.com/menopausematters) 213.1k+ followers

 [@menopausedoesmatter](https://www.facebook.com/menopausedoesmatter) 34.8k+ followers

 [@menomatters](https://twitter.com/menomatters) 22.4k+ followers

 [@menomatters](https://www.tiktok.com/@menomatters) 38.8k+ followers

 [@menopausematters](https://www.youtube.com/menopausematters) 32k+ followers



Reader Testimonial...

“I’m so pleased with the magazines. My husband is reading them too so he understands why I’m up and down so much as well as all the other symptoms. He reads an article and then says ‘have you read this bit about such and such as it sounds like what you’re experiencing?’”

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Reader Testimonial...

“I have just picked up a copy of ‘Menopause Matters’ at the GP surgery and I found it really refreshing and confidence boosting – the fact that somebody out there believes that we 55+ women are not on the sexual decline was heartening and in particular, that vaginal atrophy is treatable. I want to thank you sincerely for producing this magazine which offers such a ray of light in the apparent gloaming. You have given me such great hope.”

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Magazine...

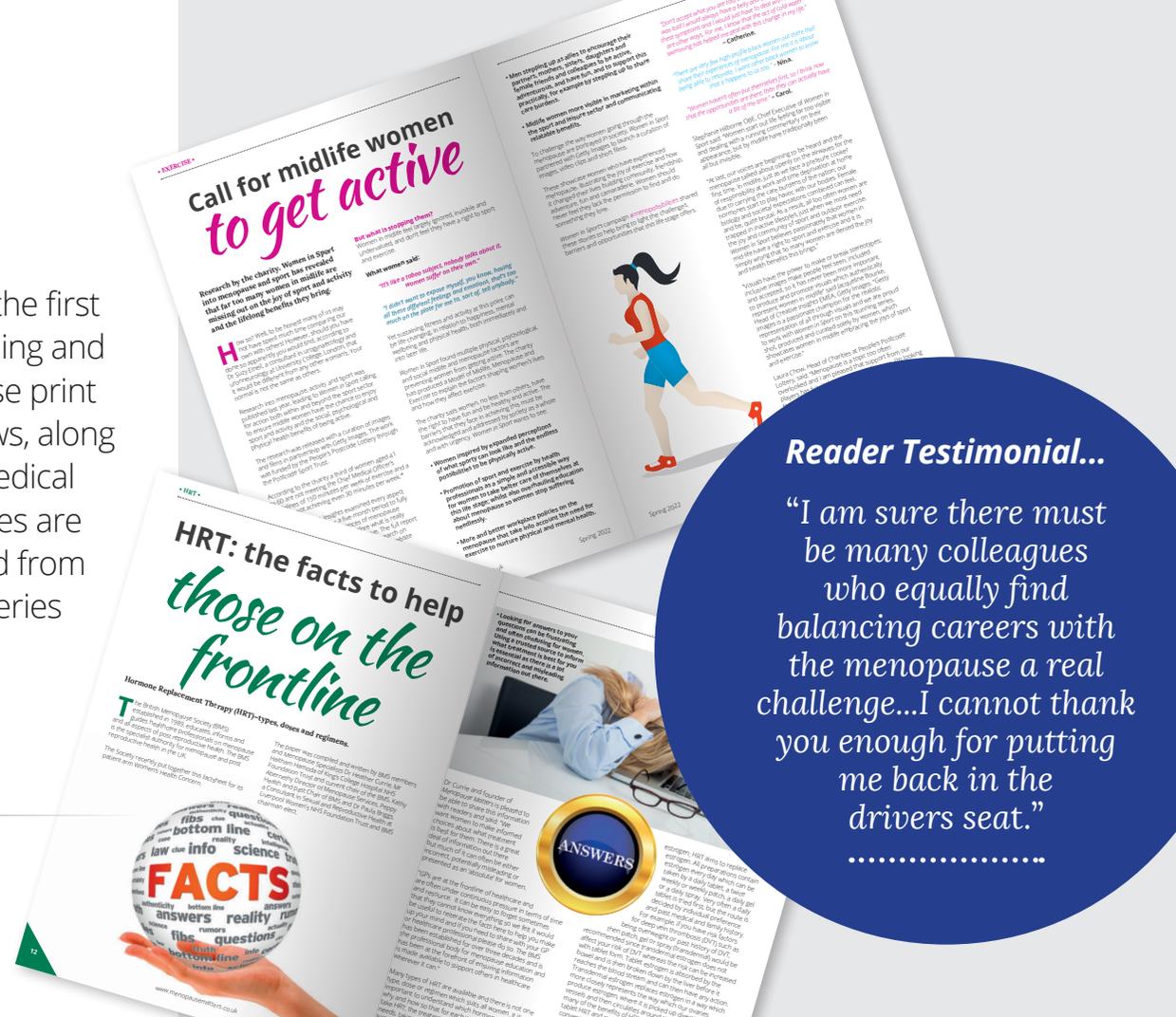
Menopause Matters magazine launched in 2005 and was the first magazine of its kind, written specifically for women approaching and experiencing the menopause. It remains the only menopause print magazine. With information, advice, personal stories and news, along with dietary, lifestyle, fashion and beauty tips, it combines medical facts with glamour in an upbeat, readable style. The magazines are available by subscription, and single copies can be purchased from retail outlets or online. They are also posted out to GP's surgeries and menopause clinics around the UK.

The magazine is also offered in a digital format at pressreader.com/magazines/m/menopause-matters

Links to advertisers websites are active in the digital offering.

Feedback from our audience

- **85%** considered the *Menopause Matters* magazines to be very useful
- **93%** found *Menopause Matters* magazine content good or very good
- **90%** said that the magazines were received well or very well by patients
- **85%** wish to keep receiving the magazines
- **90%** felt that the magazines should be available in all GP's surgeries and/or menopause clinics
- **93%** felt that *Menopause Matters* magazines helped women be better informed



Reader Testimonial...

“I am sure there must be many colleagues who equally find balancing careers with the menopause a real challenge...I cannot thank you enough for putting me back in the drivers seat.”

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Published X4 Per Year 2022		
Issue	Copy	On Sale
Spring	12/02/24	18/03/24
Summer	14/05/24	16/06/24
Autumn	13/08/24	17/09/24
Winter	29/10/24	03/12/24

Advertising Options

Menopause matters™

Premium & Classic Positions

Please enquire for prices and advertising packages

Inside Front Cover

Inside Back Cover

Back Cover

Left-Hand Page - Run of paper

Advertorial*

Specifications

Full Page

Trim Size 297mm x 210mm

Type Area 273mm x 178mm

Bleed size 303mm x 216mm

Double Page Spread

297mm x 420mm (+3mm bleed)

Half Page Horizontal

130mm x 178mm

Half Page Vertical

273mm x 82mm

Quarter Page Vertical

130mm x 82mm

Quarter Page Horizontal

60mm x 178mm

*Advertorial Example

At Home, Early Detection of Risk of Osteoporosis



current bone health is appropriate for your age and whether you are absorbing or losing calcium from your bones.

The kit contains everything you need to take the test safely and easily at home, before you reach fracture stage. Once you have taken the test, you simply send it off to the lab for testing. Following analysis, a fully personalised report will be available to download via the secure online portal. The report will show you the current status of your bone health and will include recommendations around steps to support improvement should this be necessary.

While the loss of bone mass is irreversible, the earlier the prevention and therapies begin, the better the chances of slowing the process down. The benefit of OsteoTest | home is that it can be taken safely and easily at any time.

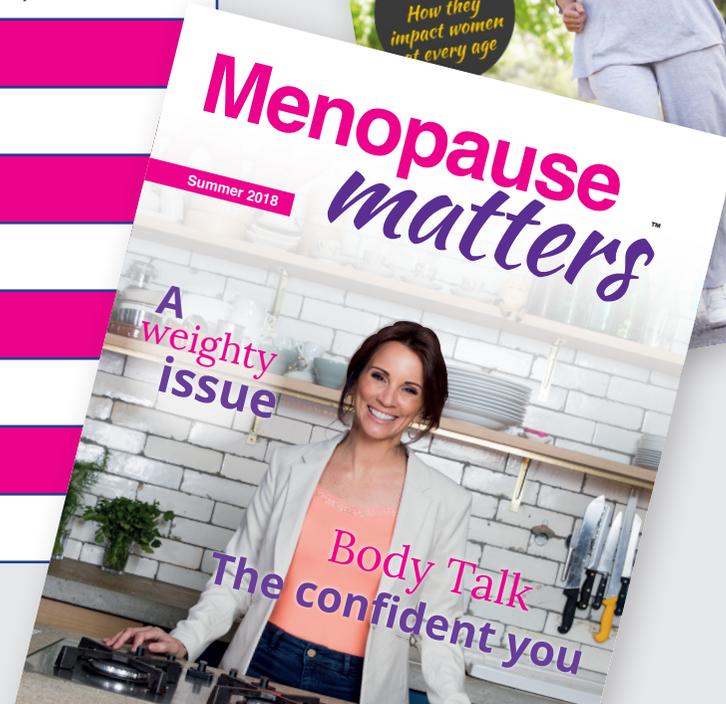
OsteoTest | home from osteolabs (www.osteolabs.co.uk) is a unique new urine test that makes it possible to diagnose the risk of developing osteoporosis so that patients can take early action to support their bone health and slow progression of this painful disease.

Whilst our bone health naturally deteriorates as we get older, osteoporosis is a condition where bones lose their strength (density) making them more susceptible to a break. It is often known as the 'silent disease' because it can develop undetected over several years. Osteoporosis affects 1 in 3 women and 1 in 5 men. Women are particularly at risk when they are going through the menopause and post-menopausal. This is due to the sharp decline in oestrogen which is essential for healthy bones. Additional risk factors, such as family history, certain medications and some chronic conditions including rheumatoid arthritis and thyroid disorders can also increase your risk.

Osteoporosis is usually diagnosed following a DXA scan which measures bone density (usually) in the hip and spine, with the results being compared to that of a healthy adult. DXA scans are not generally offered until an unexplained fracture has occurred and therefore there is already a significant deterioration in bone health.

The OsteoTest | home is available from osteolabs.co.uk and retails at £149 which includes shipping and a comprehensive personalised report. To order a kit and find out more please visit www.osteolabs.co.uk

osteolabs
Early Detection of Osteoporosis Risk



Online...

Engaged and engaging the **Menopause Matters** audience can be reached across a range of digital platforms.

We are in touch with our audience through Instagram, Facebook and Twitter in addition to our [Menopause Matters Forum](#), which has over 7,000 members.

We are introducing new advertising placements across all categories on our website and believe that our users and their engagement will increase year on year as awareness around menopause has never been higher.



Menopause matters™

Digital Advertising Offerings

Choose from our platforms to best suit your brand, product or services

Website

Advertisement

[Please enquire for prices and advertising packages](#)

Weekly Newsletter

Banner Ad

[Please enquire for prices and advertising packages](#)

Social Media

Sponsored Instagram Post

[Please enquire for prices and advertising packages](#)

Sponsored Facebook Post

[Please enquire for prices and advertising packages](#)



Menopause *matters*

Get In Touch



Reader Testimonial...

*“I am so impressed with the magazine I have since taken out a subscription and needless to say it does the rounds. I have found many of the articles very beneficial and it is a comfort to know I am not alone.
Thank you again.”*

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As we are committed to providing the very best and accurate information that our audience can trust, we only work with brands that could make a difference for women when weighing up their treatment choices.

If you'd like to be one of them, we're excited about hearing from you.

For all information on our commercial opportunities contact:

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menopausematters.co.uk