

HysterSisters®

Woman-to-Woman Hysterectomy Support

COMMUNITY.
ENGAGEMENT.
SUPPORT.



WWW.HYSTER SISTERS.COM



KATHY KELLEY

Founder and Keeper of the Keys

After my own health crisis, I had questions, and I needed answers.

When I gathered the first group of HysterSisters online in 1998, my mission was to leave a trail of questions and answers for the women who came after us. Our community and resources have grown, while our mission remains the same: to be a place where women get reliable information and emotional support when they need it. HysterSisters offers information and support everywhere she is: at her doctor's office; on her computer and on her smartphone.

Our community continues to grow because we help each other. We learn from those who came before us, and we give back to each other and to those women who are yet to come. Together, we want to improve women's health for the next generation. With your support, we succeed.

Kathy Kelley

WELCOME TO OUR COMMUNITY

FOR WOMEN OF ALL AGES WITH
GYN HEALTH QUESTIONS

MORE THAN 35 FORUMS

OVER 4 MILLION POSTS

OVER 350,000 MEMBERS



HYSTERSISTERS ARE



connected
eager for
social information
new content
supportive
engaged
mobile

HYSTERSISTERS HELPS WOMEN TO HELP EACH OTHER TESTIMONIALS FROM OUR COMMUNITY MEMBERS

"Thank you everyone at HysterSisters for being my shining light in a very dark time. I've taken advice and got reassurance from this site."

"Knowing that there were others out there who were sharing the experience and providing encouragement meant the world to me."

"I am going to schedule my surgery, and just being able to vent, get support, advice, and read others' stories has helped so much. I feel more calm, more certain of myself..."

"I met so many wonderful and caring women that I developed friendships that I have maintained since coming to HysterSisters! "

OUR COMMUNITY OF WOMEN

SHARE EXPERIENCES, GIVE SUPPORT

ASK QUESTIONS, GET INFORMATION, LEARN

MAKE AN EMOTIONAL CONNECTION
TO OTHER WOMEN

One in five Internet users have gone online to find others like them.

– PEW INTERNET & AMERICAN LIFE PROJECT

An ideal audience to connect with and educate women..., a highly engaged and responsive community providing valuable insights. The insightful team is a pleasure to work with.

– INTUITIVE SURGICAL



FOR WOMEN

For more than 16 years, millions of women have come to HysterSisters for answers about their health. Through its website, communities and mobile apps, it serves thousands of women every day who have private and pressing questions about treatment options and alternatives for gynecological health.

FOR YOU

We partner with marketers, agencies, and professionals to educate, inform and inspire women in our community. HysterSisters members are proactive about their own healthcare, and they live and work everywhere in the United States and in 208 countries worldwide.

MEET OUR HYSTERSISTERS

HOUSEHOLD INCOME:
\$110,000+

AGE:
35+

MEDIAN AGE:
47

GEOGRAPHY:
57% CITY/SUBURBAN
43% RURAL

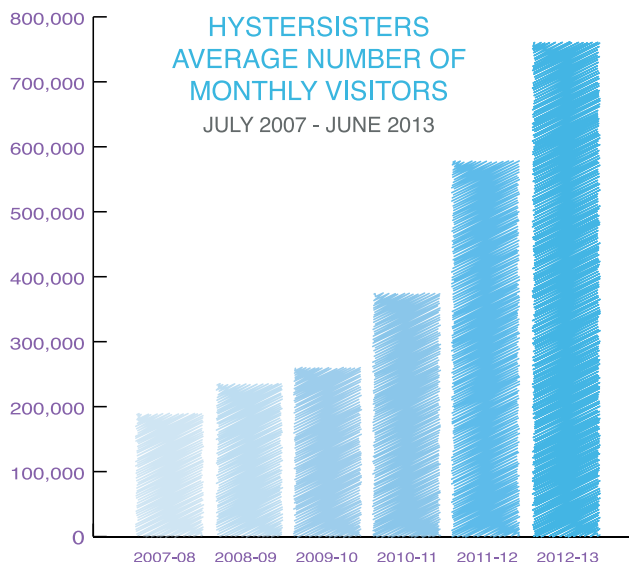
– NIELSEN PRIZM ANALYSIS
CONDUCTED JULY 2013, MINDECOLOGY



HYSTERSISTERS PROFILE

HysterSisters represent every woman, everywhere, who nurtures her family, her friends and her health. Our members live in more than 30,000 U.S. ZIP codes and 208 countries.

HYSTERSISTERS ANNUAL GROWTH



HysterSisters' traffic increased 10-fold in seven years, from 356,000 annual visitors in 2006 to more than **10 million visitors** in 2013.

From 2007 to 2013, the average number of HysterSisters visitors grew more than 300 percent with an annual growth rate of 32 percent*.

*Based on compound annual growth rate of HysterSisters' site traffic from 2007 to 2013.

HysterSisters
www.hystersisters.com

A MOBILE COMMUNITY

HysterSisters are connected and mobile.



31% of cell phone owners and 52% of smartphone owners have used their phone to look up health or medical information

PEWINTERNET.ORG

Over 50% of persons surveyed said fellow patients, friends & families are more helpful than medical professionals when you need emotional support in dealing with a health issue.

PEWINTERNET.ORG

72% of Internet users say they looked online for health information within the past year. One in 5 turn to peers for help with health-related questions.

PEWINTERNET.ORG

HYSTERSISTERS HYSTERECTOMY SUPPORT MOBILE APP

AVAILABLE IN ITUNES (IPHONE AND IPAD) AND GOOGLEPLAY, 4+ STARS, OVER 350 REVIEWS

"New, personalized tools that wouldn't be possible in any other context."

– MOBILE HEALTH NEWS

"HysterSisters draws users in at the point of their surgery, but many women continue to participate long afterward, mostly because of the social aspect of the site."

– MOBILE HEALTH NEWS

"It's a lifesaver day or night when you can't talk to anyone else."

"Favorite app on my iPhone ... without HysterSisters, I would be totally lost."

– ITUNES APP STORE REVIEWS

PARTNERSHIP OPPORTUNITIES

HYSTERSISTERS MEMBERS WANT CONTENT FROM COMPANIES AND BRANDS THEY CAN TRUST.

"...We've been able to reach thousands of women through a variety of programs such as monthly newsletters, eBlasts and mailings, all of which have led to successful and valuable engagement with our product websites."

- NOVEN PHARMACEUTICALS

CONTENT MARKETING AND SPONSORSHIP OPPORTUNITIES

EMAIL

Email blast your message to over 140,000 women subscribers. (Rates begin at \$19000)

Email your message to members based on zip code. (Rates begin at \$1500.00 per zip code segment.)

Mid-month newsletter
"Community Connections"
Sponsorship with over 140,000 subscribers. (Rates begin at \$3600)

Community emails: Add your brand to HysterSisters community emails. (Rates begin at \$2500.00)

New: Information Request – Include your brand/message within requested topic emails. (Rates begin at \$1000.00)

WEBSITE PRESENCE

Content: Your message within article content – (Rates begin at \$300.00)

Run of Site Banner Ads: 728 x 90 (header), 300 x 250 (right column, News section) 300 x 600 (right column, mid page) (Rates begin at \$18.00 CPM)

Website Segment Banner Ads:
Video section, City directory, Blog, Directory link pages. (Rates begin at \$1200.00)

Forum Sponsorship: Sponsor forum by topic with your message: Menopause, Breast health, sexual dysfunction, pre-op, post-op, alternative treatments, more. (Rates begin at \$900.00)

APP PRESENCE

Carousel: Your creative/link within "Home" image menu. (Rates begin at \$600.00)

Content: Your creative within Checkpoints tool, Calendar, Ask the Doctor. (Rates begin at \$500.00)

Emails: Sponsor Checkpoints emails (Rates begin at \$1200.00)

PRINT MEDIA

Individual piece USPS within HysterSisters booklet packet. 700-1000 packets per month. (Rates \$1.75 – 4.00 per piece – weight/size)

WE SPECIALIZE IN CUSTOM SOLUTIONS TO HIGHLIGHT
YOUR PRODUCT OR SERVICE WITHIN OUR PAGES.

HysterSisters
www.hystersisters.com



Hysterectomy**Awareness**

Hysterectomy.org

- We are passionate about patient education and are proud to announce
- the 2015 launch of Hysterectomy.org, a new destination for women
- [living with GYN health conditions] who want to be #hysterectomysmart.
- Co-presented by HysterSisters, Hysterectomy UK and Pass the Pearls,
- Hysterectomy.org combines the passions of these three respected
- women's health advocates whose missions promote patient education,
- patient support and minimally invasive surgical choices.

CO-PRESENTERS

Hystersisters
Hysterectomy-Association UK
Pass The Pearls

EDUCATING WOMEN FOR BETTER GYN HEALTH OUTCOMES



In May 2015, Hysterectomy.org will host the first-ever Hysterectomy Awareness Month, a month of interactive opportunities for women, doctors, media and women's health advocates to discuss the GYN health issues facing women today. Using women's stories, doctor experience and social media, Hysterectomy.org will empower and support women who want to learn how to make confident choices about their GYN health.

Hysterectomy.org



CONTENT MARKETING AND SPONSORSHIP OPPORTUNITIES

WEBSITE SPONSORS

Add your brand logo to Hysterectomy.org.

DOWNLOADABLE CONTENT

Add your brand/message to existing downloadable book or provide eBook offered to members of hysterectomy.org. Includes social media exposure.

CONTENT SPONSORS

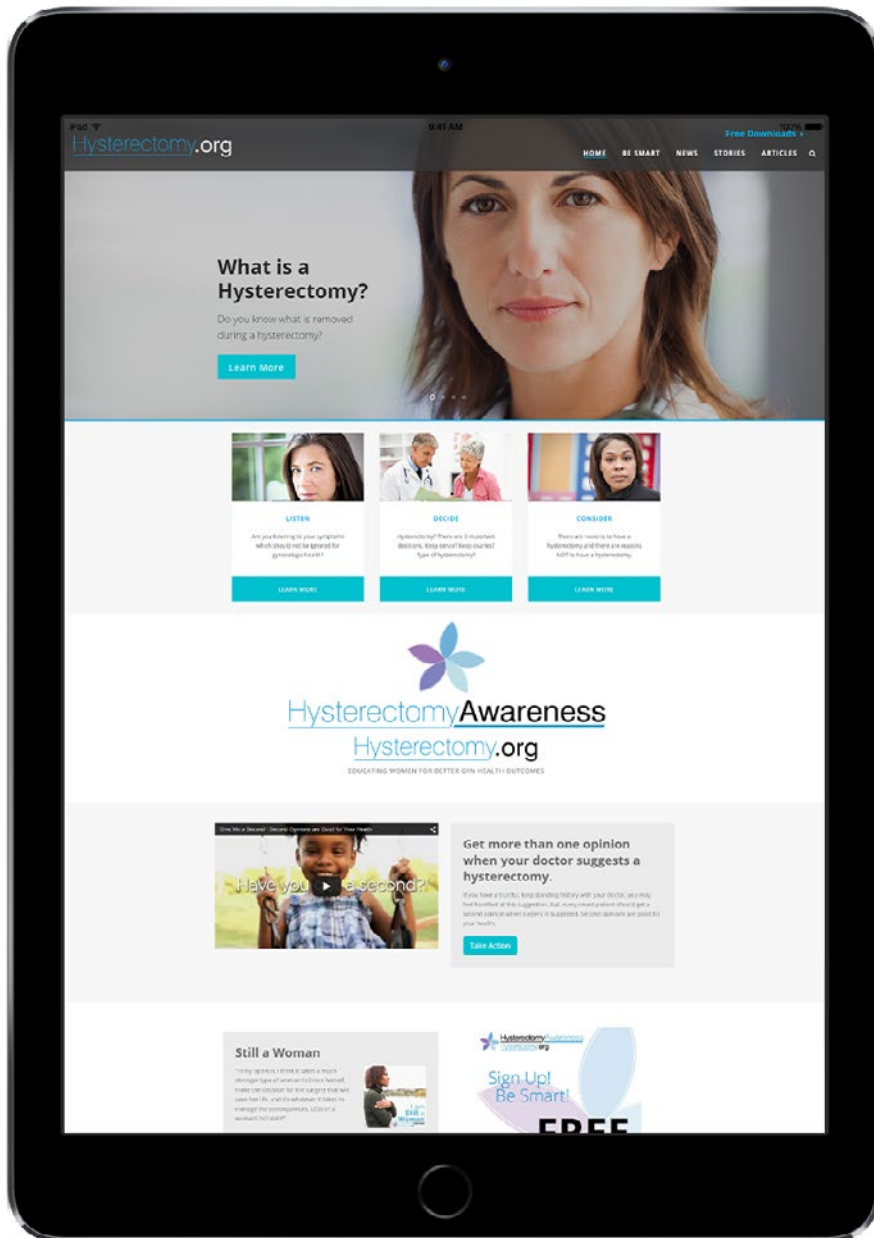
Add your "Sponsored content" to Hysterectomy.org – featured page/post within Slider. Includes social media exposure.

UNDERWRITERS

Grant funds. Underwriters recognized on Hysterectomy.org.



CONTACT HYSTERECTOMY.ORG



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#HysterectomySmart

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GET DETAILS ABOUT OUR
SPONSORSHIPS INCLUDING PRICING
AND UNIQUE CAMPAIGNS THAT
CONNECT YOU WITH WOMEN WHO
CARE ABOUT THEIR HEALTH.

HysterSisters
www.hystersisters.com



CONTACT US TO LEARN MORE

Get details about our sponsorships including pricing and unique campaigns that connect you with women who care about their health.


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HysterSisters[®]
Woman-to-Woman Hysterectomy Support

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