

# MENSTRUAL RATECARD

## WHAT IS THE MENSTRUAL MEMO?

The Menstrual Memo is a monthly newsblast sent out by Madami intended to inspire and inform the global menstrual health and female health community.

Delivered in an upbeat and forward-thinking tone, the Memo delivers news, victories, events, job opportunities, new research, policy advancements, educational approaches, new innovations and more!

## MEMO



*"I appreciate getting these Menstrual Memos so much! There are always new things in there for my learning (and everyone else's) and it's great to have you and the team for rounding it all up for us 😊  
So, many thanks!"*

- Dr. Marni Sommer, MSN, RN  
Associate Professor, Columbia  
University Mailman School of  
Public Health

NUMBER OF  
SUBSCRIBERS

3473

as of January 2022



AVERAGE  
OPEN RATE

24%

Compared to 17% for nonprofits






## WHO IS READING?

The Menstrual Memo targets female health professionals and enthusiasts worldwide working across both the public and private sectors, including our 1000+ member network.

*"I always look forward to your Memos, they give me so much inspiration for our work with Drawing Dreams Initiative in Laikipia County Kenya"*

- Grace Wanene

### Top locations by opens

 USA	58.4%
 United Kingdom	12.2%
 Germany	7.3%
 Kenya	2.1%
 Canada	2.1%



**Paid promotion can happen in 4 sections,  
Events, Jobs, Community Blackboard & Victories**

<u>Promotion</u>	<u>non-profit</u>	<u>start-up</u>	<u>business</u>
1. Event	• € 29	• € 45	• € 59
2. Community Blackboard (40 word limit)	• € 29	• € 45	• € 59
3. Job posting	• € 109	• € 199	• € 289
4. Advertorial Victory	• € 249	• € 349	• € 479

We set these prices so that we can maintain our mission to serve to the global MH community, not for our own profit. Payment must be made beforehand through Paypal or European wire transfer.

**GET IN TOUCH:** [danielle@mhub.org](mailto:danielle@mhub.org)