

Menopause matters™

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

Media Pack 2026



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



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.”

“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 ”

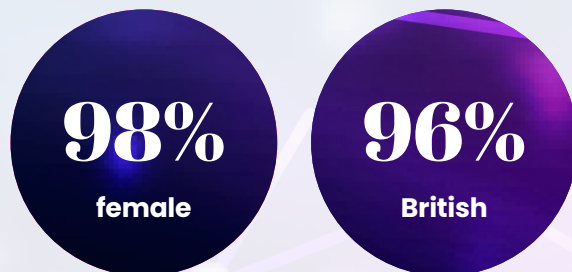
“Can I just say a huge ‘THANK YOU’ – you don’t know just how much a benefit to me, reading this magazine has been!”

The Audience

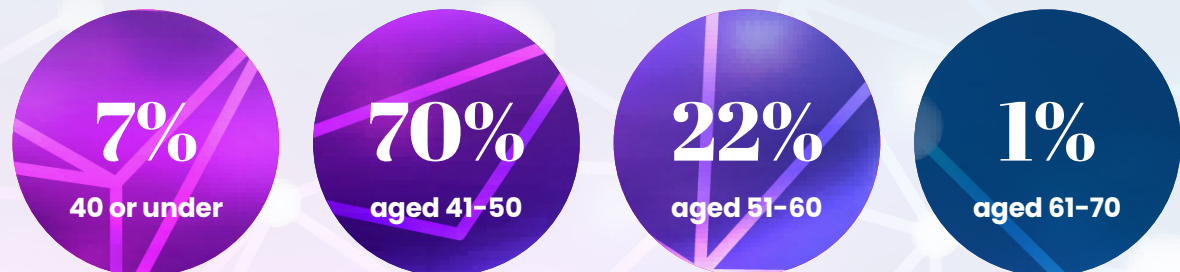
There are approximately 13 million women in the UK who are either peri or post menopausal. Whilst awareness around menopause has perhaps never been stronger we still see it as vitally important that the correct and accurate information is available to all concerned. There are of course women entering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



Audience profile



Age range



Audience Reach & Website Performance

menopausematters.co.uk



Reaching Nearly 450,000 Users and Delivering Over 1.4 Million Page Views A Year

Our website continues to deliver strong and consistent audience engagement, reaching a substantial and active user base over the past 12 months.

Annual Performance
449,396 users reached
771,910 sessions (visits)
1,474,184 page views

Monthly Average
37K+ users
64K+ visits
120K+ page views

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.

Engagement Insights

Visitors return regularly, generating over 770,000 annual visits

Strong content engagement with nearly 1.5 million pages viewed per year

Consistent traffic demonstrates a loyal and active audience base

What This Means for Partners

High Visibility: Strong page view volume provides excellent exposure for advertising and sponsored content

Repeat Engagement: Visitors return multiple times, increasing campaign impact

Reliable Reach: Nearly half a million annual users ensures broad audience coverage

Website

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."

What we offer our readers

A combined reach of 387.1K+

Quarterly Print Magazine

Menopause Matters is the UK's only dedicated print menopause magazine. It began in 2005 and since then has grown to a 100-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.

Free Weekly Newsletter 40,522+ subscribers

Online Forum 8,568+ members

Social Media

 **@menopausematters** 227k+ followers

 **@menopausematters** 66k+ followers

 **@menopausedoesmatter** 45k+ 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?'"

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."

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 menopausematters.pressreader.com. Links to advertisers websites are active in the digital offering.

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."

Published Quarterly		
Issue	Copy	On Sale
Spring 2026	17/02/26	10/03/26
Summer 2026	07/05/26	09/06/26
Autumn 2026	30/07/26	08/09/26
Winter 2026	20/10/26	24/11/26

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

Advertising Options

Menopause matters™



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

Premium & Classic Positions

Inside Front Cover

Inside Back Cover

Back Cover

Left-Hand Page - Run of paper

Advertorial*



Please enquire for prices and advertising packages.

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](#)

Get In Touch

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:

Annie Preuss

Advertising & Social Media Manager
advertising@menopausematters.co.uk

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."

menopausematters.co.uk