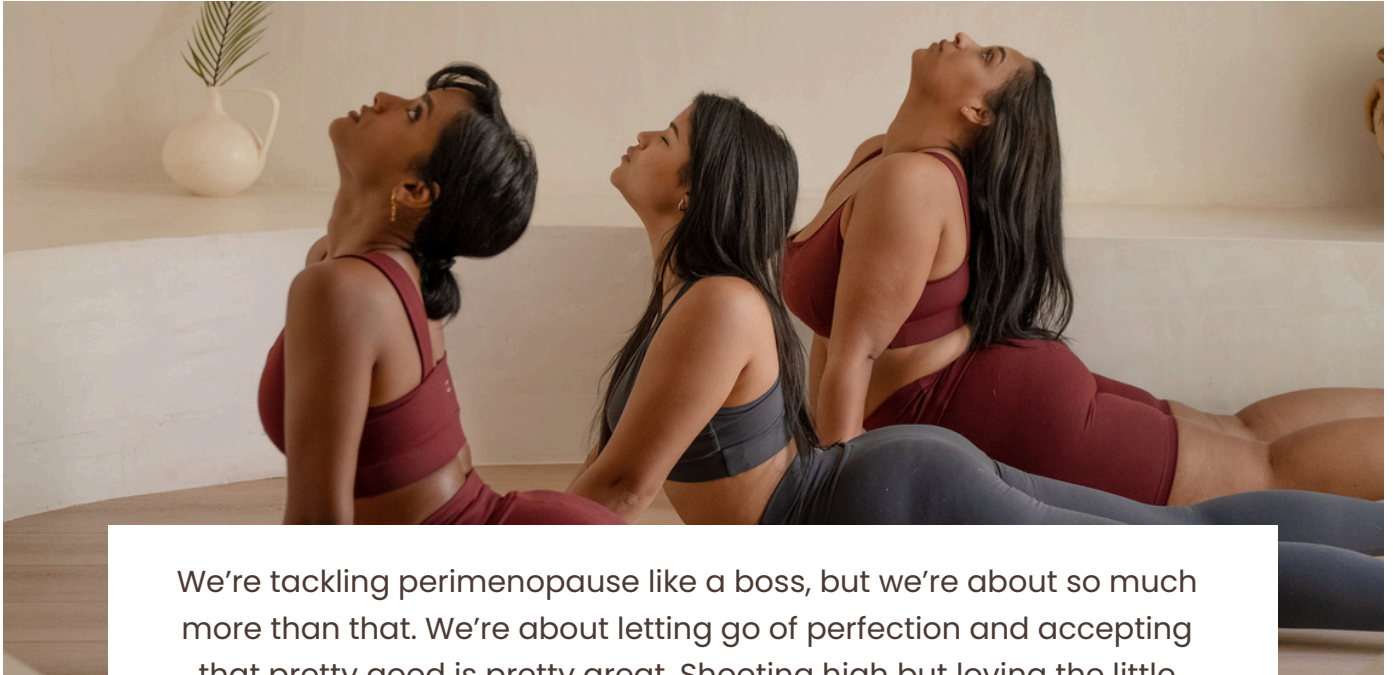


The Midst



We're tackling perimenopause like a boss, but we're about so much more than that. We're about letting go of perfection and accepting that pretty good is pretty great. Shooting high but loving the little things too. Making smart money decisions, of course, but also treating yourself. Connecting with other women going through similar experiences, digging into tough topics, and enjoying doable self-care.

The Midst is a growing platform that empowers women 35+ to live healthy, inspired lives on their terms.

We feature multiple perspectives about style, beauty, women's health and wellness, career fulfillment, and more.



Does La Mer really work? Here's what happened after I used it for a year



Can Nouri Menopause Health actually fix my hot flash hell?



6 solutions to help with sweaty, irritable, or dry skin

The Midst

Contact Amy Cuevas Schroeder
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The Midst

Our Community

- 97% identify as women
- 58% are in their 40s
- 54% live in cities
- 94% work in some capacity

ANNUAL HOUSEHOLD INCOME

- 38%: \$150,000+
- 24%: \$100,000 to \$149,999
- 10%: \$75,000 to \$99,999

PERI/MENOPAUSE STATUS

- 51% are in perimenopause
- 15% are in postmenopause w/menopausal symptoms
- 12% are in postmenopause, no symptoms
- 15% expect to go through perimenopause

Read more about the Midst community in our [2024 survey](#).

Reach

THE-MIDST.COM

Total monthly users: 22,000 in January 2025
Average time on page: 1m 27s

SUBSTACK NEWSLETTER

Active subscribers: 3,500+
Average email open rate: 41%

Events

We'll host a series of live and virtual events across the United States in 2025. If you'd like to sponsor an event, let us know and we'll share more details.



Photos from The Midst's [conference in Chicago](#), October 2024



The Midst

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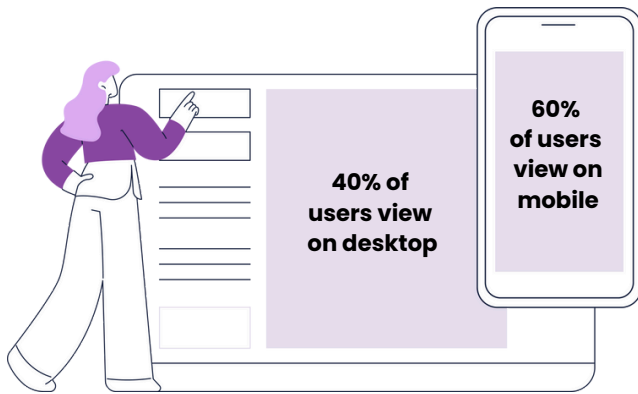
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The Midst

The-Midst.com's Most-Wanted Content



The-Midst.com attracts a diverse audience, with 60% of users browsing on mobile and 40% on desktop.

Top 3 most popular 2024 posts

[Does Alloy M4 Face Cream work for skin during perimenopause and menopause?](#)

[Ruck this way: What are the best weighted vests for women?](#)

[F#ck Middle Age: A Day in The Midst](#)

4 of our top 10 most popular website posts are product reviews

[Does La Mer really work? Here's what happened after I used the pricy skincare for a year](#)

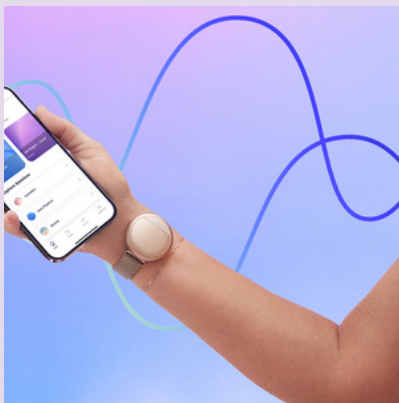
[Does Alloy M4 Face Cream work for skin during perimenopause and menopause?](#)

[My dirty little secret: Estee Lauder's Advanced Night Repair](#)

[SkinVive before and after](#)

*"The Midst is a f#cking gem.
I am in love with all that you're doing and will do!
I feel a sense of calm amidst this life change knowing The Midst is there.
Thank you and keep f#cking going!"*

[Reader quote from our [community survey](#).]



[Hot flashes beware: Embr Wave is here](#)



[Finally! Elektra Health delivers the perimenopause and menopause support we deserve](#)



[Perimenopause is hard on skin, hair, and nails. Natural nutrition can help.](#)

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The Midst



The Midst Substack

Our Substack newsletter subscribers are our most engaged community members.

- three newsletters per week
- 5,000+ followers
- average open rate: 41%



of our most popular stories in 2024 on Substack



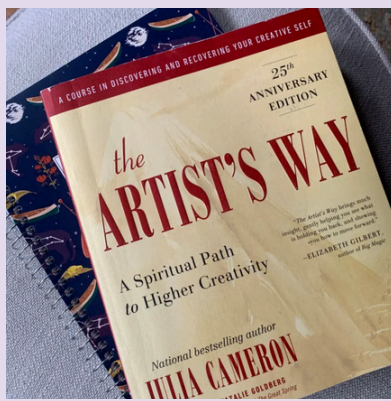
Do I have to choose between Botox and feminism?



Ozempic: Weighing the pros and (often hidden) cons



The most important labels to wear every single season



The great shake-up: How reading The Artist's Way changed my life



Are you overqualified — or overaged — for that job?

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Advertising Opportunities

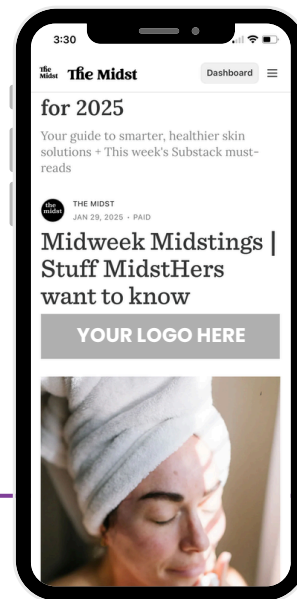
First come, first serve.

Website ads	Benefits	3 months	6 months	12 months (20% discount)
800x800 in 5 most-read articles	We curate top content opportunities for your brand, with exclusive ad placement—one per article.	\$1,250 (\$416/month)	\$2,300 (\$383/month)	\$4,000 (\$333/month)
1500x1000 on homepage only	Premium brand exposure	\$1,200 (\$300/month)	\$1650 (\$275/month)	\$3,000 (\$250/month)
300x600	Appears as sidebar on all editorial articles and category pages (desktop) and bottom of all mobile articles	\$1,200 (\$300/month)	\$1650 (\$275/month)	\$3,000 (\$250/month)

Sponsor a newsletter

Add your logo and link to our newsletter.

1 Substack newsletter	\$150	
2 Substack newsletters	\$275	Save \$25
3 Substack newsletters	\$400	Save \$50
4 Substack newsletters	\$500	Save \$100



Thought leadership article

- Contribute your own article; if accepted, The Midst will edit and SEO-optimize the content for search engines.
- Partner with a ghostwriter and a content strategist to produce the content.

Inclusion in gift guides & product roundups

Please inquire for more information about inclusion in gift guides and roundups.

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