

## EVENTS

**2889**

events

**112,107**

event participants

## WEBSITE

**93,742**

visits to [womenshealthweek.com](http://womenshealthweek.com)

**49%**

of traffic to the website was via eDMs

## SOCIAL MEDIA #WOMENSHEALTHWEEK

**14,797,000**

potential social audience

## JEAN HAILES SOCIAL MEDIA IMPRESSIONS

**1.35m**

Facebook impressions

**182k**

Instagram impressions

**219k**

Twitter impressions

## MEDIA

**97,850,118**

potential reach (earned and in kind)

**965**

news items

## CAMPAIGN SUBSCRIBERS

**44,732**

online subscribers

**74,755**

unique email opens (including shares)