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We believe that all women deserve excellent, evidence-based, medical care from people who love what they do and cherish the relationship they have with patients and their families.

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On Healthful Woman, OB/GYN Dr. Nathan Fox interviews healthcare professionals, wellness experts, and everyday women on various topics related to womens' health and wellness. Through the podcast, listeners can learn from trusted sources in an easy, enjoyable, and conversational format. Subjects include pregnancy, childbirth, fitness, mental health, nutrition, and more.





Our main demographic is **women** between the ages of **25 – 45**.



90.3%

of IG followers are female



9.7%

of IG followers are male



Healthful Woman Podcast

10,000+

downloads per month

145+

podcasts, with more
on the way

High Risk Birth Stories

3,000+

downloads per month

30+

podcasts, with more
on the way



Top 3 Countries Our Listeners are From:



United States

73,700



Canada

27,000



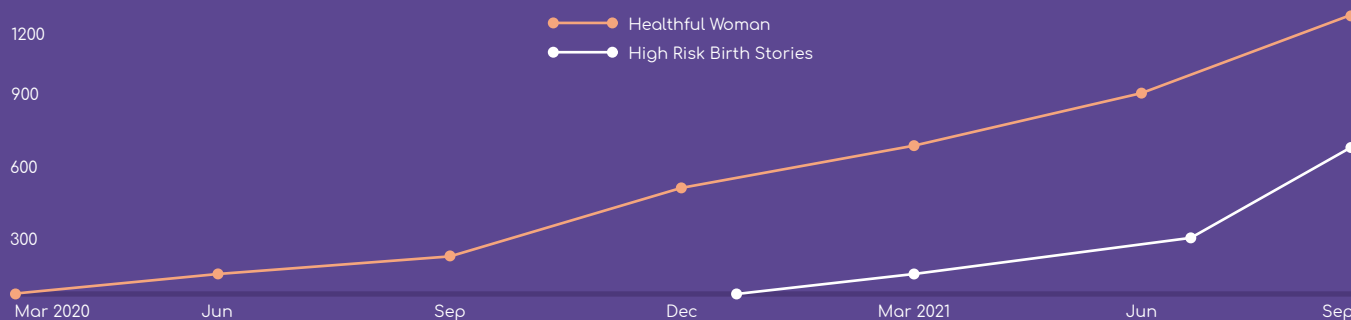
Israel

1,000

Downloads

1500

Average Downloads in First 30 Days



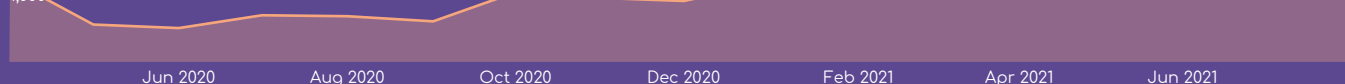
All User Website Traffic since April 2020

Users

3,000

2,000

1,000



Our reach is not stagnant

with more than 50,000 patient encounters per year.

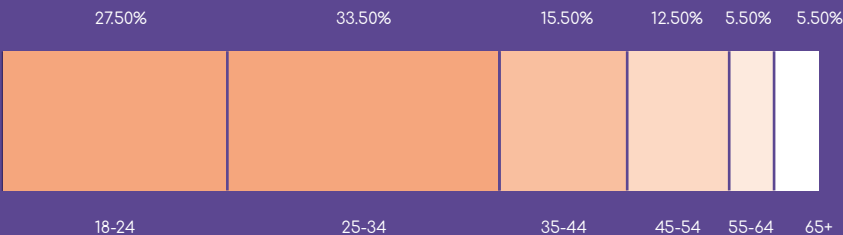
Our podcasts are heavily advertised in our affiliate women's health practices, which have more than 50,000 patient visits per year.



Maternal Fetal Medicine Associates, New York City

Website Traffic and Statistics

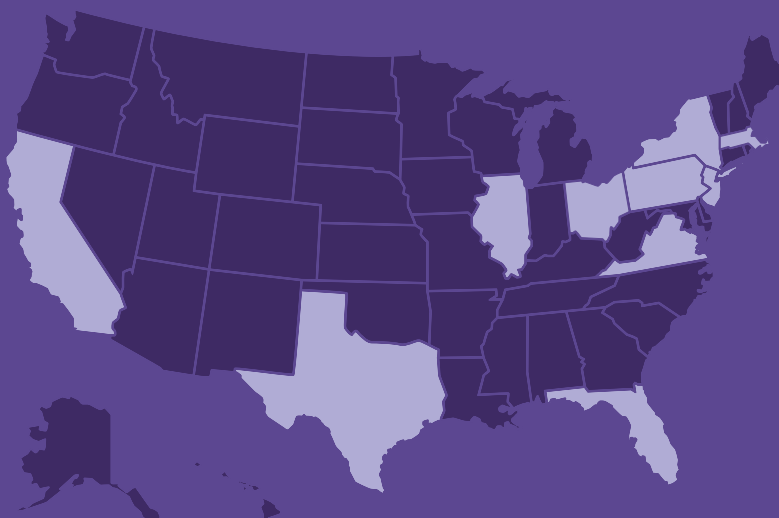
Age



99,000

website views in the past year

Top 10 States



Linking Authority of www.mfmnyc.com

2.08K
backlinks¹

4.3K
organic traffic⁴

304
referring domains²

\$8.9K
traffic value⁵

9.9K
organic key words³

Top Referring Domains for www.mfmnyc.com

1. www.perinatology.com
2. www.carnegieimaging.com
3. www.instagram.com
4. www.facebook.com
5. www.emilyoster.substack.com

¹backlinks: the total number of links from other websites that point to our website

²referring domains: the total number of unique domains linking to your target

³organic keywords: the total number of keywords that your target ranks for in the top 100 organic search results

⁴organic traffic: the URL's estimated monthly traffic from keyword search

⁵traffic value: the estimated value of your target's monthly organic search traffic



Healthful Woman

Website Traffic and Statistics

Linking Authority of
www.healthfulwoman.com

1.45K
backlinks¹

35
referring domains²

1.5K
organic key words³

Top Referring Domains for
www.healthfulwoman.com

1. www.facebook.com
2. www.mfmnyc.com
3. www.whattoexpect.com
4. www.instagram.com
5. www.carnegieimaging.com

On Apple Podcasts, Healthful Woman is
ranked 5.0 with **130+ reviews**.

“**Insightful, thoughtful, informative.**

Dr. Fox continues to deliver top notch podcasts on topics that are of interest to both men and women, with and without a medical background. I always walk away from his podcast more informed and with a nuanced understanding of the topic presented. Keep up the good work!”

-EJWolfMD

“So informative! I love that this podcast is run by a physician so you know the information being shared is accurate and trustworthy! So many incredible topics are discussed each week. If you want to learn more about women’s health, this is the right place to go.”

-Carrie2500



Other Content: Podcasts + Social Media



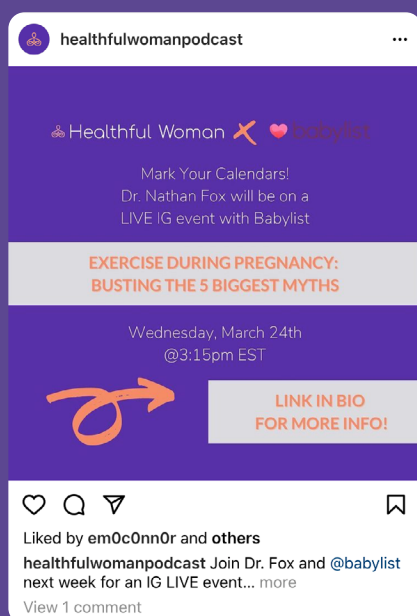
Sub-category podcast: "High Risk Birth Stories"

High Risk Birth Stories is a special series from Healthful Woman where women share their own stories about their fertility, pregnancies, and births.

Podcast Mini Series: Breastfeeding



Instagram Posts:





Meet Our Host

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Dr. Nathan Fox is an OB/GYN with a subspecialty certification in Maternal Fetal Medicine currently practicing with Maternal Fetal Medicine Associates in New York City. Dr. Fox attended Mount Sinai School of Medicine medical school and residency and completed a Maternal Fetal Medicine fellowship at Weill Cornell Medical College. He specializes in comprehensive obstetrical care, high-risk pregnancy consultations, diagnostic ultrasound, and fetal diagnosis and is a Clinical Professor in the Department of Obstetrics, Gynecology, and Reproductive Science at the Icahn School of Medicine at Mount Sinai. In addition, Dr. Fox is the founder and host of the Healthful Woman podcast.

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