

# Rem<sup>©</sup>embryo

Reach IVF clinicians and embryologists who follow IVF research weekly



## ABOUT REMEMBRYO

Hi, I'm Sean Lauber, a former embryologist and founder of Remembryo/Embryoman. Since 2018, I've been publishing simplified, evidence-based summaries of new IVF research and built a platform trusted by embryologists and fertility doctors.

*600 IVF Professionals*

65% OPEN RATE | 6% CLICK RATE

## IVF PROFESSIONALS AUDIENCE

### Roles (n=600)

- 40% embryologists
- 35% fertility doctors (REIs)
- 10% nurses
- 10% admin/operations

### Geography

Strong presence in North America and Europe, with global reach across Asia and Oceania

## IVF PROFESSIONALS NEWSLETTER

A weekly newsletter for IVF professionals following new research and clinical developments

**Direct access to IVF clinicians and lab decision-makers**  
**Only 1 sponsor spot per issue**

# WHY SPONSORS CHOOSE REMEMBRYO

- Access to IVF clinicians and lab professionals involved in treatment decisions
- Niche audience (not broad media traffic)
- Credibility built through independent research analysis

## PARTNER RESULTS (PATIENT AUDIENCE)



- 50–100 clicks per campaign (patient audience, all channels)
- Continued partnership since 2024



- 170+ survey responses (patient newsletter)
- Follow-up collaboration

## SPONSORSHIP OPPORTUNITIES

### IVF Professionals Newsletter

- Featured weekly sponsor placement
- 1 exclusive sponsor spot per issue
- Delivered to ~600 engaged IVF professionals per send
- Monthly partnership (4 newsletter placements, flexible messaging)

**Limited sponsor slots to maintain quality**

## EXTENDED REACH (OPTIONAL)

- Patient newsletter (~14,000 subscribers, patient audience)
- Social media promotion
- Website placements
- Surveys
- Sponsored posts
- Dedicated emails

***Reply to reserve a sponsor spot***