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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.



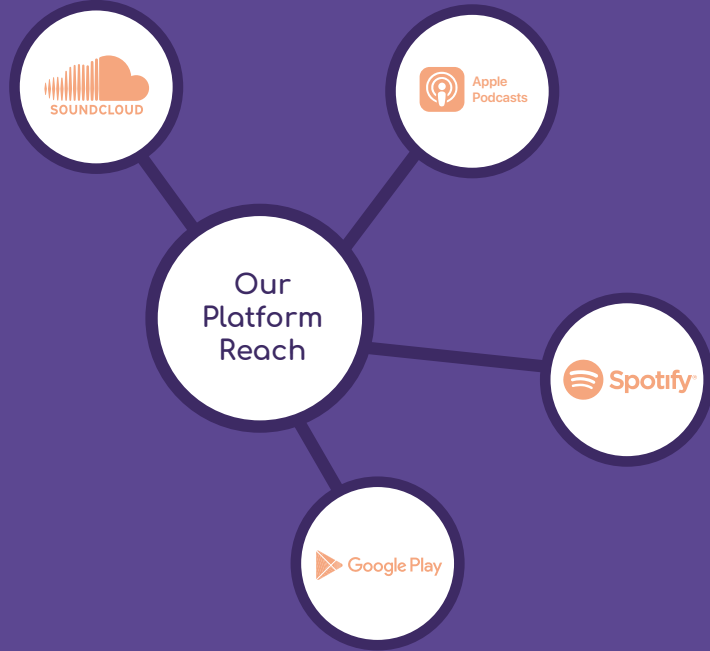
90.6%

of IG followers are female



9.4%

of IG followers are male



Healthful Woman Podcast

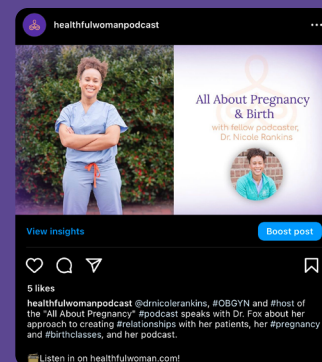
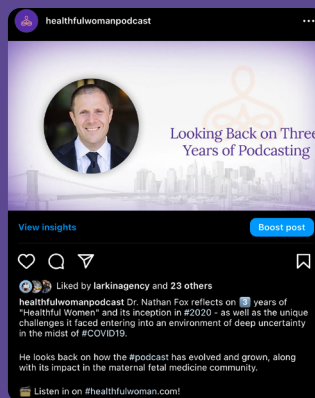
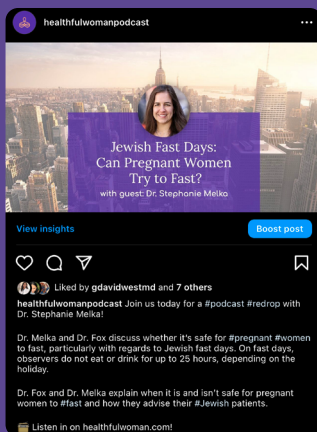
14,700+

plays per month

230+

podcasts, with more on the way

Instagram Posts:



Top 3 Countries Our Listeners are From:



United States

351,000



Canada

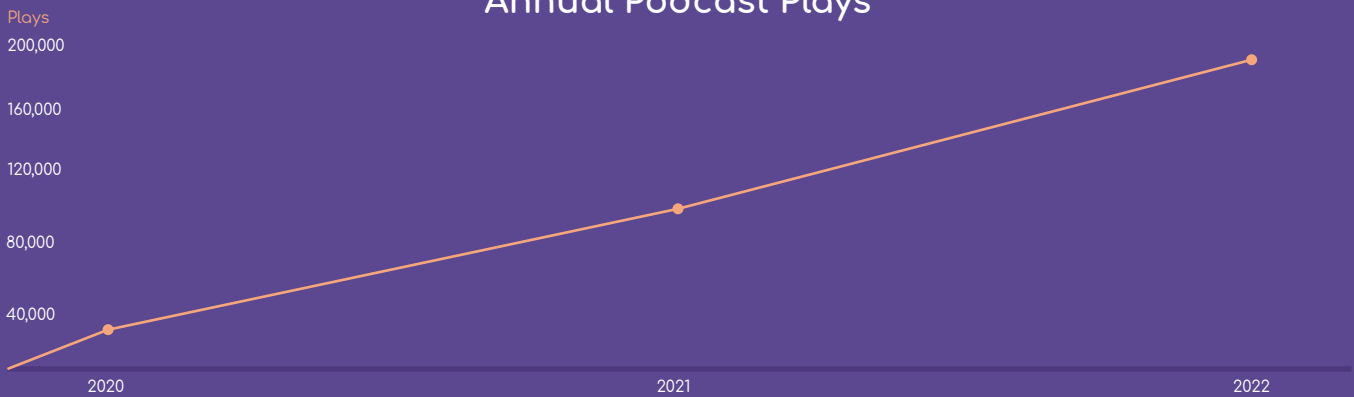
13,000



Israel

7,000

Annual Podcast Plays



All User Website Traffic since Inception of 2020



Our reach is not stagnant

with more than than 50,000 patient encounters per year.

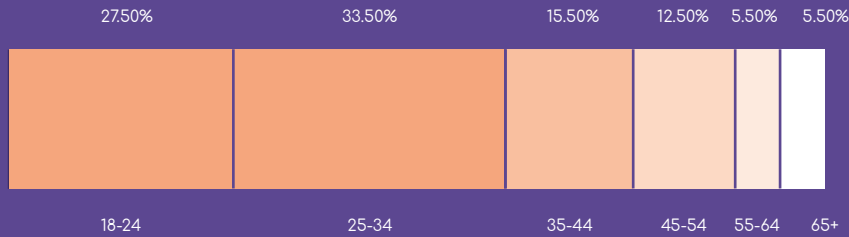
Our podcasts are heavily advertised in our affiliate women's health practices, which have more than 50,000 patient visits per year.



Maternal Fetal Medicine Associates, New York City

Website Traffic and Statistics

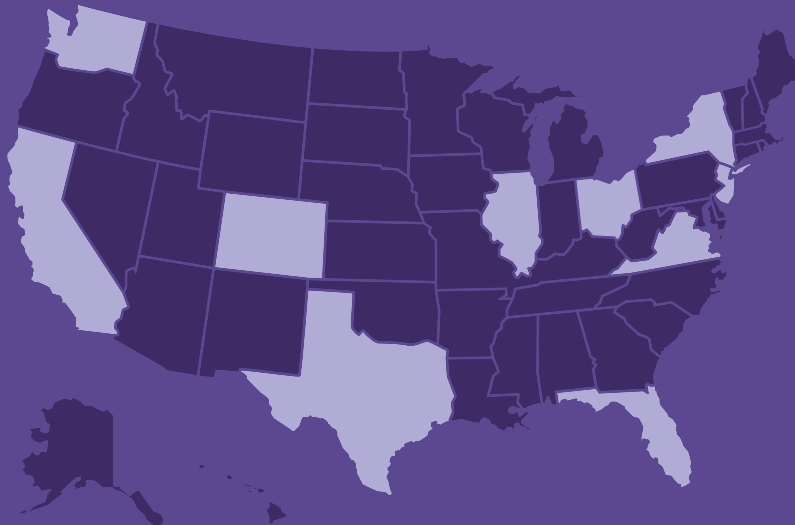
Age



122,000

website views in the past year

Top 10 States



Linking Authority of www.mfmnyc.com

15.3K
backlinks¹

13.5K
organic traffic⁴

1.2K
referring domains²

\$29.2K
traffic value⁵

12.3K
organic key words³

Top Referring Domains for www.mfmnyc.com

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

2.6K
backlinks¹

1.8K
organic key words³

139
referring domains²

333
organic traffic⁴

Top Referring Domains for
www.healthfulwoman.com

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

On Apple Podcasts, Healthful Woman is
ranked **4.9** with **200+** reviews.

“**Insightful, thoughtful, informative.**”

I just listened to your most recent episodes on periviable birth and I am so appreciative to have you talk about this and how complex and hard the decisions surrounding our babies are at this stage. I truly have never heard anyone discuss this in a public space and saw my experience reflected in this conversation which actually felt very validating.

-Kellie0123

This podcast is so educational yet approachable! I love feeling like I can educate myself on what can or might happen in pregnancy and delivery and what interventions may be offered. I'm so grateful for this knowledge in my first pregnancy (IVF pregnancy).

-AnnieFB2641





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.

Contact: hw@healthfulwoman.com

