



## 2024 MEDIA KIT



[advertisingeditor@dona.org](mailto:advertisingeditor@dona.org)  
+1 (888)-788-DONA (3662)  
[www.dona.org](http://www.dona.org)



# Introduction

## Welcome to DONA International!

Founded in 1992, DONA International is the world's first, largest, and leading doula certifying organization. With over 14,000 certified doulas across more than 50 countries, we are pioneers in professionalizing the role of the doula. As a dedicated nonprofit, our mission is to empower doulas through top-tier education and certification, setting the standard in doula care for the perinatal period.

# About Us

DONA International is committed to providing the highest quality education and certification for doulas worldwide. We advocate for the essential benefits of doula care based on rigorous research, aiming to ensure that every individual desiring doula support can access it. Our commitment extends beyond service - to shaping a future where doulas are integral to every birthing experience.

# Our Reach

**14K+**

Certified Doulas

**5K+**

Members

**70K+**

Social Media Followers

**50K+**

Social Media Likes



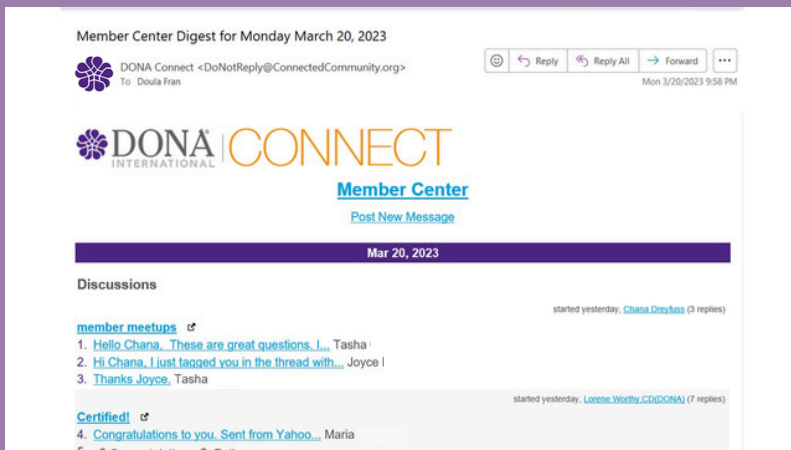
# ADVERTISING OPPORTUNITIES

## Reach and Impact Through Our Channels



### eBlast Newsletter

Distributed monthly to our network of over 14,000 certified doulas and countless subscribers, our eBlast Newsletter offers a direct line to a highly engaged global audience, dedicated to perinatal care and wellness. [CLICK FOR PRICING & SUBMISSIONS](#)



### DONA Connect Daily

Our daily communications platform, DONA Connect Daily, keeps our community updated and connected, offering advertisers daily exposure to dedicated professionals in the doula community. [CLICK FOR PRICING & SUBMISSIONS](#)



# ADVERTISING OPPORTUNITIES

*More ways to reach your target audience...*



## **International Doula eJournal**

Published quarterly, the International Doula eJournal is an authoritative resource in the doula community, featuring insights, research, and developments in doula care. Advertising in the eJournal places your brand alongside leading-edge content valued by our international readership.

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## ***DONA International Annual Summit***

*Showcasing the power of professional doula support, the DONA International Summit is an essential gathering for over 5,000 members and more than 6,000 trainees annually. Led by 125 approved trainers and supported by over 14,000+ certified birth and postpartum doulas worldwide, the summit is a beacon for innovation and education in doula care. As the premier event for one of the world's leading doula-certifying organizations, the summit exemplifies our commitment to setting global standards in perinatal support.*

**Ready to Become An Exhibitor?**

**[Apply Here](#)**



# ADVERTISING OPPORTUNITIES

***Join us in our vision of a doula for every person who wants one...Advertise with DONA International today!***

## ***eBlast Newsletter***



Distributed monthly to our network of over 14,000 certified doulas and countless subscribers, our eBlast Newsletter offers a direct line to a highly engaged, global audience dedicated to perinatal care and wellness.

### **eBlast Newsletter Banner Advertisement**

\$500 per insertion, or four (4) insertions at the discounted rate of \$1,800.

Image dimensions: 600 x 90

File format: PNG, JPEG or GIF

Max file size: 40k Color mode: RGB

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### **eBlast Newsletter Product Showcase**

(Image/ five (5) word headline/ thirty (30) word description)

\$250 per insertion, or four (4) insertions at the discounted rate of \$900.

Image dimensions: 160 x 120

File format: PNG, JPEG or GIF

Max file size: 40k Color mode: RGB

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**SHOWCASE YOUR BRAND**

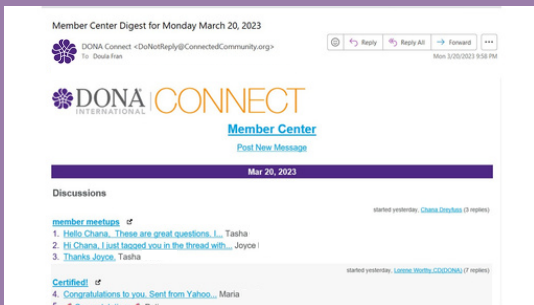




# ADVERTISING OPPORTUNITIES

**Advertising with DONA International has benefited brands and organizations in health, wellness, and perinatal care sectors.**

## **DONA Connect Daily**



Our daily communications platform, DONA Connect Daily, keeps our community updated and connected, offering advertisers daily exposure to dedicated professionals in the doula community.

### **DONA Connect Daily Digest Square Advertisement**

\$800 One (1) week insertion run

\$1500 Two (2) weeks run

\$3000 Four (4) week run

Image dimensions: 150 x 150

File format: PNG, JPEG or GIF

Max file size: 40k Color mode: RGB

**[CLICK HERE TO START PROMOTING YOUR BRAND TODAY](#)**



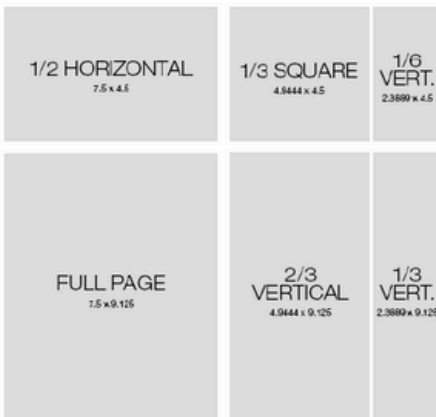
# ADVERTISING OPPORTUNITIES

*Our partners experience the advantages of connecting with a passionate, professional audience committed to the health of families worldwide.*

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Size—Orientation	Width	Height
1/6 page—vertical	2.3889”	4.45”
1/3 page—square	4.9444”	4.5”
1/3 page—vertical	2.3889”	9.125”
1/2 page—horizontal	7.5”	4.5”
2/3 page—vertical	4.9444”	9.125”
Full page	7.5”	9.125”

**START YOUR CAMPAIGN HERE**

### Price PER ISSUE (US funds)

Size	1 x	2 x	3 x	4 x
1/6 page vertical	\$290	\$265	\$235	\$210
1/3 page square or vertical	\$440	\$400	\$360	\$320
1/2 page horizontal	\$575	\$520	\$470	\$420
2/3 page vertical	\$710	\$650	\$585	\$520
Full page	\$880	\$800	\$720	\$640
1/2 page 4-color – inside cover	\$880	\$800	\$720	\$640
Full page 4-color – inside cover	\$1,100	\$1000	\$900	\$800



# CONTACT US

*If you would like to explore the many ways that DONA International can help you elevate your brand, please reach out to us:*

**Online Contact Form:** [Click here to complete form](#)

Email: [advertisingeditor@dona.org](mailto:advertisingeditor@dona.org)

**Phone:** +1 (888)-788-DONA (3662)

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Chicago, IL 60601-2106





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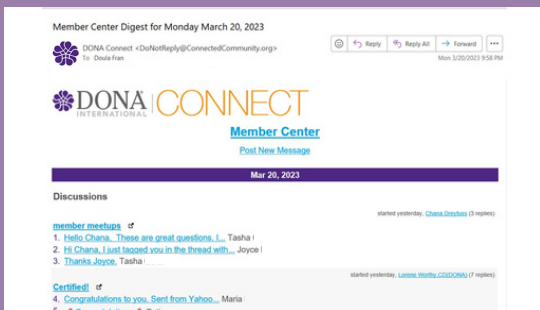
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