



Advertising Kit

Who we are:

Therapist.com is a new resource for mental health care and serves as the home for “all things therapy.” If individuals are looking for more information on a topic, they can search the comprehensive content catalog written by the world’s leading experts in mental health. Or if they’re looking to find a therapist, they can easily connect with a therapist within the diverse therapist directory.

Therapist.com also offers mental health professionals a way to grow their client base, build community with colleagues, expand their own knowledge, and share their expertise with a broad audience.

Our mission:

We want to make mental health care accessible to everyone. No matter where you are in your quest for better health, therapist.com will meet you there.





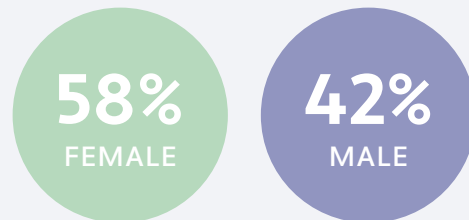
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Our Audience

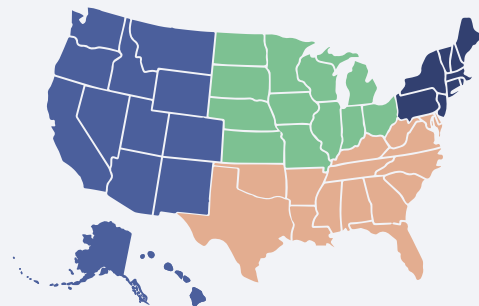


AUDIENCE BY GENDER



AUDIENCE FROM REGIONS OF U.S.

36%	SOUTHEAST
22%	WEST
22%	MIDWEST
20%	NORTHEAST



AGE OF AUDIENCE

21%
18-24

21%
25-34

21%
35-44

17%
45-54

13%
55-64

7%
65+

Our Clinicians



GENDER

69% FEMALE

31% MALE

AUDIENCE FROM REGIONS OF U.S.

36% SOUTHEAST

24% WEST

22% MIDWEST

18% NORTHEAST

PROFESSIONAL AFFILIATION

45% COUNSELOR

32% SOCIAL WORKER

13% MARRIAGE AND
FAMILY THERAPIST

8% PSYCHOLOGIST

1% PSYCHIATRIST

1% OTHER MENTAL
HEALTH PROFESSIONALS

AGE OF CLINICIANS

14%

18-24

18%

25-34

22%

35-44

19%

45-54

16%

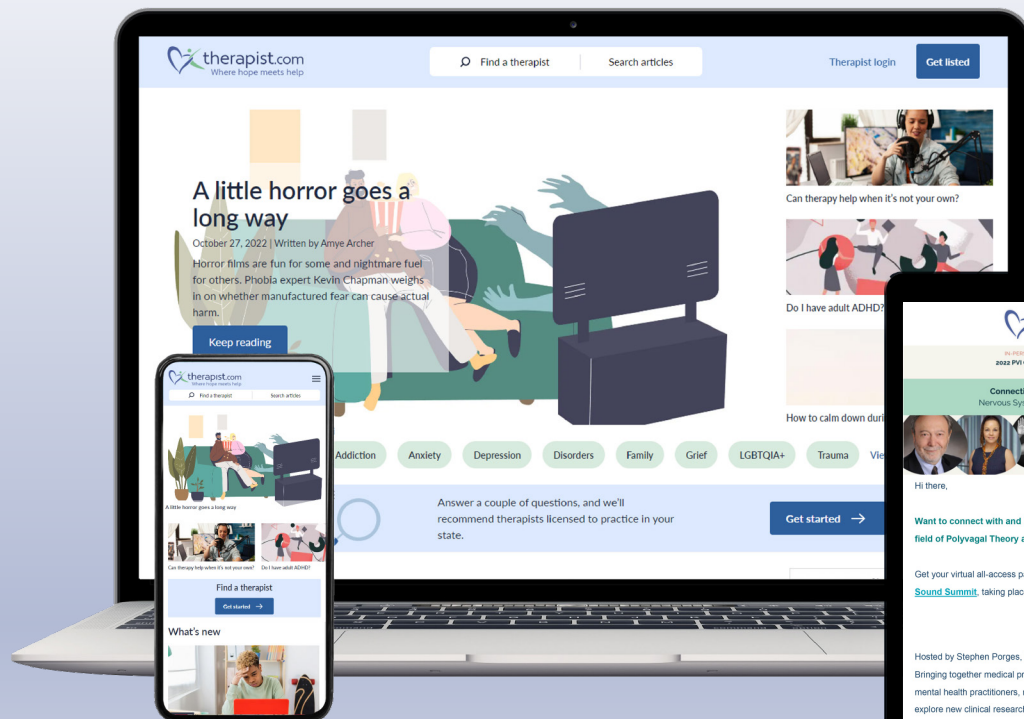
55-64

11%

65+

Advertising Platforms

Website



eNewsletter

Mental State A newsletter from therapist.com

Welcome

Saturday, October 19

Are you actively looking for a therapist? Interested in learning more about mental health? Hoping to grow your therapy practice? You're in the right place. Over the last 40-plus years, our parent nonprofit, PESI, Inc., has trained millions of therapists. Now we're bringing them together in one directory so you can access their care and knowledge. The editorial team at therapist.com works with the leading clinical experts to bring you insightful information about mental health topics and trends. The articles we publish are clinically reviewed for accuracy and relevance. For therapists, we offer the chance to join a community of evidence-driven professionals who want to connect with new clients and each other. We honor the lived experience of everyone who comes here in search of help, and we support all the clinicians who've dedicated themselves to providing it. No matter where you are in your quest for better health, therapist.com will meet you there.

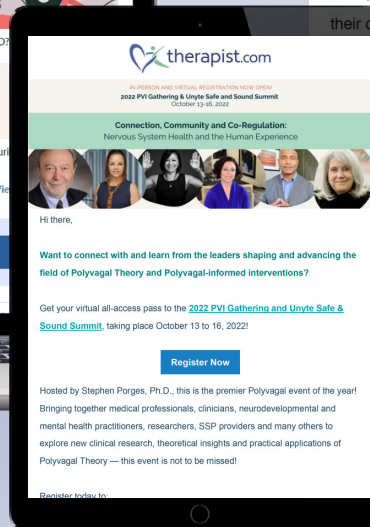
Dr. John Irwin
Chief

It's new

[Taking our anxiety back to school](#)

Heading back to school feels much heavier than it used to. Follow this practical advice to help take care of

Email



To contact go to: therapist.com/advertise

Banner Advertising

Therapist.com actively posts relevant, engaging, and timely content. Banner ads are a great way to present your message in front of thousands of readers.

500,000+
PAGE VIEWS/MONTH

305,000+
SESSIONS/MONTH

**Segmenting available upon request



To contact go to: therapist.com/advertise



Sponsored Email

Therapist.com’s email audience is a great way to get your message directly into the user’s inbox. Using this targeted approach, you can elaborate further on your product or brand cost-effectively.

EMAIL SIZE AND ENGAGEMENT METRICS

135,000+	LIST SIZE
121,000+	CLINICIAN/PROFESSIONAL AUDIENCE SIZE
104,000+	NEWSLETTER SIZE
13.2%	AVG. OPEN RATE
13.9%	AVG. CTR

Sponsored eNewsletter

Mental State eNewsletter

Therapist.com's online reach extends beyond the website with the monthly e-newsletter, Mental State. The eNewsletter is sent to over 104,000+ subscribers, featuring a collection of timely topics of interest.

ADVERTISING OPTIONS FOR THE EMAIL CHANNEL

- Ad banners
 - Text-based
 - Graphics



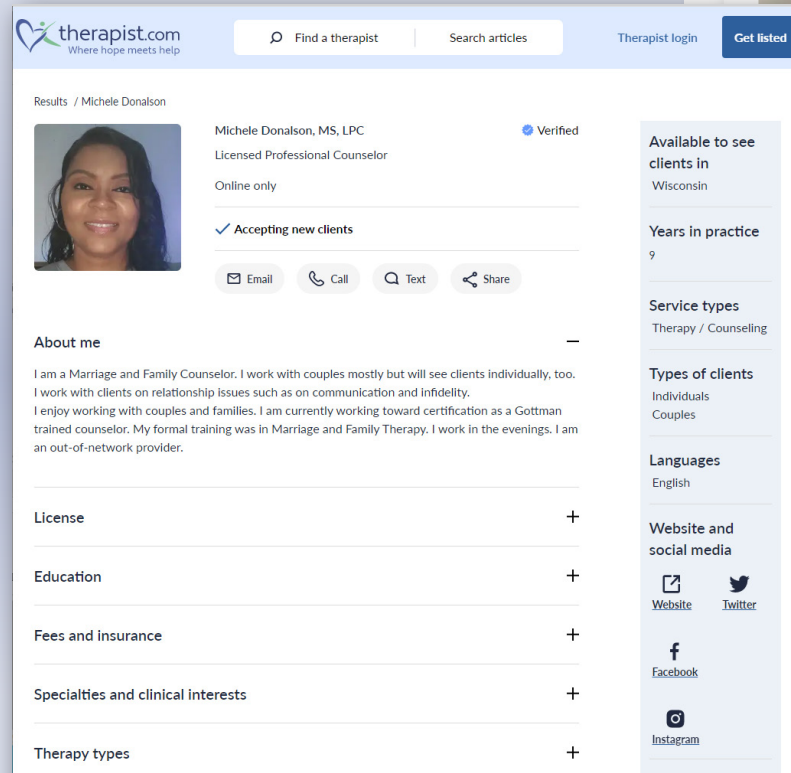
Sponsorship Packages

Becoming a therapist.com sponsor would increase your company's visibility by reaching a wider audience. So, whether you're looking to create brand awareness or are interested in generating new leads, becoming a sponsor with therapist.com will build your authority within the mental health industry.

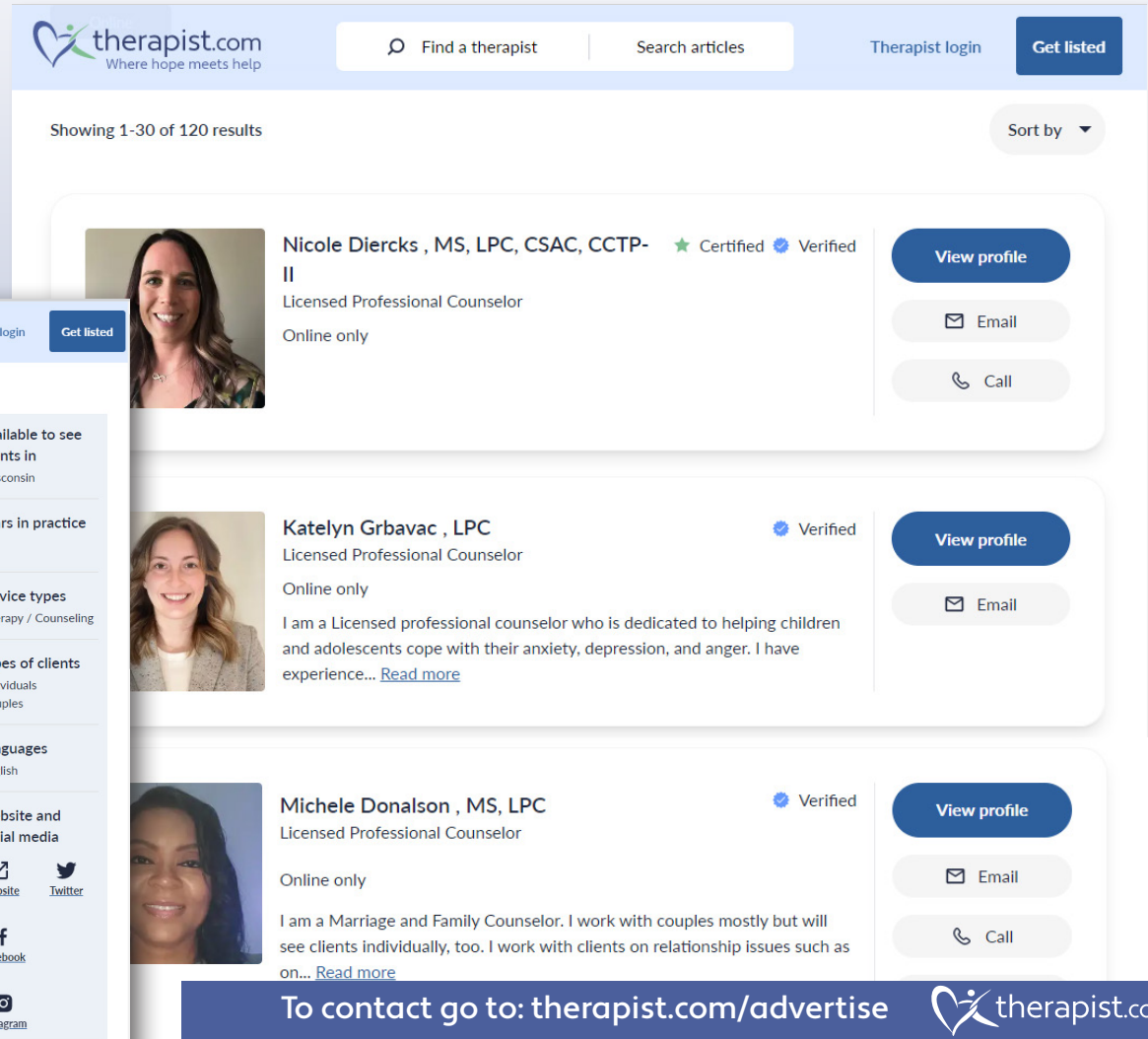


List Your Practice!

therapist.com offers group rates to organizations with large clinical audiences to list their practice on therapist.com. Let us be your leading source of new client referrals. More information is available upon request.



This screenshot shows a detailed profile for Michele Donalson, MS, LPC, a Licensed Professional Counselor. The profile includes a profile picture, a 'Verified' status, and a 'View profile' button. Below the profile picture, there is a section for 'About me' where Michele describes her work as a Marriage and Family Counselor. To the right of the 'About me' section, there are expandable sections for 'License', 'Education', 'Fees and insurance', 'Specialties and clinical interests', and 'Therapy types'. At the bottom of the profile, there is a section for 'Languages' (English) and 'Website and social media' links for Website, Twitter, Facebook, and Instagram.



This screenshot shows a search results page on therapist.com. The page displays a list of therapists, each with a profile picture, name, credentials, and a 'View profile' button. The first therapist listed is Nicole Diercks, MS, LPC, CSAC, CCTP-II, a Licensed Professional Counselor, who is 'Online only' and has 'Certified' and 'Verified' status. The second therapist is Katelyn Grbavac, LPC, a Licensed Professional Counselor, who is 'Online only' and has a 'Verified' status. The third therapist is Michele Donalson, MS, LPC, a Licensed Professional Counselor, who is 'Online only' and has a 'Verified' status. The page also includes a search bar, a 'Find a therapist' button, a 'Search articles' button, a 'Therapist login' button, and a 'Get listed' button. The results are sorted by 'Showing 1-30 of 120 results'.

To contact go to: therapist.com/advertise



Ready to get started?

CONTACT:
advertise@therapist.com

OR VISIT:
therapist.com/advertise

