hi, we're divethru
DiveThru is a mental wellness company that helps people DiveThru what they go thru. We work with mental health professionals and influential voices to create resources that help our community take charge of their mental wellbeing. From podcasts and articles to online programs and newsletters, our tools support young people and their mental wellness.
Can we take a moment to acknowledge the fact that we’re all STRESSED?!? Or lonely. Or sad. Or depressed. Or overwhelmed. Or something that just doesn’t feel all that awesome. While feeling not great sucks, there’s a silver lining… we’re finally talking about it. The stigma around mental health is starting to clear and the world is beginning to realize how important it truly is.

40 million
suffer from anxiety

14.8 million
suffer from depression

7.7 million
suffer from PTSD

stats as reported by ADAA
millennials are spending twice as much as the previous generations on self-care and mental health

and we have an audience of

9 million young people

who are waiting to learn how YOUR brand can serve them
our writers are the demographic of our audience

we focus on accessible and digestible content

deeper understanding of our target demographic

diligent content guidelines

every piece of content is advised on & reviewed by mental health professionals
The average DiveThu reader and community member is mindful, trendy, and self-aware. They’re constantly on the lookout for mental health education, communities of like-minded people and products/services that support their mental wellness journey.

**total audience: 9 million**
Website + App: 145,000 : Social Media: 9,000,000
Newsletters: 50,000 : Podcasts: 50,000

**age**
18-24: 31.2%
25-34: 31.2%
35-44: 15.7%
45-54: 9.8%
55-64: 8.3%

**location**
United States: 47.6%
Canada: 10.7%
Australia: 7.4%
United Kingdom: 6.6%

**gender**
Female: 65.7%
Male: 34.3%
Non Binary: Not Reported On Google
At DiveThru, we pride ourselves in our unique understanding of our community. With this in mind, we look to work with our brand partners in a way that both accomplishes their goals and serves our audience.

- Editorial Sponsorship
- Branded Content + Series
- Branded Podcast
- Social Media Campaign
- Influencer Content + Promotion
- Branded Email Newsletter
- Sponsor Data Survey
- Co Branded Hub On Site
- Hero Banner
- Sponsor Giveaway + Sampling
- Challenges
- Custom Live Virtual Events
- Custom Programs
projects available for sponsorship
The DiveThru website is where the bulk of our content lives. It’s used to educate, inform, and help people DiveThru their everyday problems and mental health struggles.

Sponsorship opportunities include fully branded articles, branded giveaways, natural content integration, product placements, and custom packages.
We have multiple newsletters that are jam-packed with psychoeducation and relatable content that helps our reader feel less alone.

Sponsorship opportunities include fully branded emails, branded giveaways, natural content integration, sponsored segments, product placements, sponsored data survey and custom packages.
The DiveThru Podcast Network is the leading network for mental wellness focused content. Our shows focus on reducing the stigma associated with mental health while delivering psychoeducation, and tools. We work with external shows and produce our own DiveThru Originals.

Sponsorship opportunities include pre, mid and outro ads, natural integration, branded interviews, product placements, branded giveaways, social media posts on hosts’ accounts, and custom packages. In addition to these sponsorship opportunities, we are also available to work with our partners to craft completely original podcasts based on their needs and objectives.

On Anxious Like You, our hosts, Micheline Maalouf and Nadia Adessi, pull from their expertise and personal experience to interview guests about their experiences with anxiety. Each episode will support listeners by reminding them that they’re not alone while discussing actionable takeaways one can do to cope with anxiety.

On The Truth Doctor Podcast and YouTube Show, Dr. Tracy chats with her well-known guests about their mental health and provides her listeners with a down to earth conversation that reminds them they’re not alone.
Here at DiveThru, we're where young people are the most... online! Anddd, that involves a whole lot of social media. While we have a number of accounts available for sponsorship placement (see next page), our main account can be used to promote any of our partnership activity.

Sponsorship opportunities include in feed posts, custom reels, IG Story feature, surveys and sponsored ads.

**215K followers**

**5.3K Average Likes**

**15K Average Story Views**

**110 K Interactions Per Week**

**1.5 M Impressions Per Week**

**500K Accounts Per Week**
In addition to the in-house content we create, we work closely alongside several creators that have significant social media followings on Instagram, YouTube, and TikTok.

You can see our whole roster by clicking [here](#).
interested in partnering?

For more information and to discuss things further, please contact us at:

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