

51%

The podcast on women's health

PARTNERSHIP DOSSIER



A subject that concerns more than half the population. Recognised public figures to carry it. Editorial independence without compromise. We are building a circle of partners who share our values and want visibility where it means something.

If that's you, what follows is for you.

Video podcast · Women's health · Produced by Tenue de Lumière, Brussels

THE SUBJECT

A stance that hurts. A question for society.

And it concerns half the population.

« *It's all in your head.* » « *It's stress, madam, change your job, change your husband.* »

Enough. Women are not just men like any other, and their pain deserves better than a door shut in their face. 51% gives a voice to those who live these realities and to the experts who have answers. Because, good news: there are some.

■	Endometriosis	About 1 woman in 10 , and 7 years on average to get a diagnosis.
■	PCOS	Polycystic ovary syndrome: 10 to 13% of women; 70% still don't know they have it.
■	GSM	The genitourinary syndrome of menopause: nearly 1 menopausal woman in 2 , and a subject barely spoken about.

And that's only the beginning. Women's health, in the broad sense, from **lived experience** to **science**:

CYCLES & HORMONES

Menopause

Postpartum

Hormonal migraines

Thyroid

Osteoporosis

Sport & cycle

FERTILITY & MOTHERHOOD

Fertility & IVF

Miscarriage

UNDER-DIAGNOSED CONDITIONS

Cardiovascular health

Women's cancers

Chronic pain

MIND & INTIMACY

Mental health

Mental load

Sexual health

THE SYSTEM IN QUESTION

Gender bias in diagnosis

Research designed around men

Endocrine disruptors

Women at work

Period poverty

The project in brief

51% is a video podcast produced in Brussels by the studio Tenue de Lumière, fronted by H.R.H. Princess Esmeralda of Belgium, Béa Ercolini (formerly *ELLE* Belgium) and Maïté Meeûs (Balance ton Bar, Artémise).

Two episodes a month from 1 October 2026, mainly on YouTube, as well as Apple Podcasts and Spotify, with a weekly rhythm as the medium-term goal. The podcast draws on two strengths: women who tell what they live through, and leading voices (medical, institutional, public) who shed light on what went unseen. And because it is born in a portrait studio, 51% carries that craft, in image and in sound: a signature that sets it apart. Full project details at tenuedelumiere.com/51pourcentlepodcast.

Find us at @51pourcentlepodcast on Instagram, LinkedIn, Facebook, TikTok and YouTube.

51% × *thémis*

And 51% does not move alone: the podcast allies with *Thémis*, the European foundation for equity in women's health. The foundation brings the data and the rigour of its scientific committee; we bring the voice that carries them. Together, we connect what science establishes to what women live.

51%

of the population
concerned

3

recognised voices,
leading guests

2

episodes a month ·
from Oct. 2026

15+

adolescence to post-
menopause

First a French-speaking audience, with the ambition to reach wider soon. And though the subject is women's, it also speaks to the men around them.

Why now

The timing is right: in 2025, the European Parliament debated endometriosis and called for a women's health strategy. The subject exists online: institutional podcasts, expert voices. But no French-language media brings together recognised public figures, the video format, an independent editorial line and the backing of a research foundation. This combination has no equivalent: the space is open, and whoever joins today will be identified with it tomorrow.

DESIGNED FOR Foundations, banks, insurers, health funds, and more broadly any brand that wants to speak to women with credibility and support a subject of substance, not tick a box.

THE TEAM

Four women +1. Four communities.

Behind 51%, four women, four communities that don't overlap: together, they cast a wide net. And, behind the scenes, the hand that holds it all together.

Esmeralda de Belgique

Journalist and activist

HOST 51%

« A demanding audience, alert to climate, the environment and human rights, attached to freedom of expression. Many follow me too, and have for a long time, as a committed voice for women's rights. »

Béa Ercolini

Journalist, CEO and activist

HOST 51%

« My audience is made up of ELLE readers, those who bought it when I was editor-in-chief and who still follow what I do today. I'm often surprised to find younger women among them too. »

Maïté Meeûs

Activist

HOST 51%

« My community is the one born from Balance ton Bar: young, engaged, in Belgium and well beyond. It has learned that behind every intimate story lies a collective reality, and that speech, once truly heard, becomes a lever for change. »

Éléonore Dumont

INSAS · Artist

DIRECTOR 51%

A presence on social media, and a quieter influence: for years she photographed newborns in maternity wards, in intimate contact with families at birth. A bond of trust reflected in a newsletter of more than 15,000 opt-in contacts, GDPR-compliant.

Gaël Nguyen

Engineer · Entrepreneur

PRODUCER 51%



The man behind the scenes. An engineer's logic in the service of an entrepreneur's standards: he builds the system, keeps it coherent, makes it grow.

THE THEMES

The line-up.

An episode is a full conversation, uncut, from 30 minutes to an hour and a half. Two a month from 1 October 2026, and in time one a week. New episodes are added continuously.

ALREADY RECORDED, RELEASE SCHEDULED

- | | |
|--------|---|
| 1 Oct | Women's health: we believe you!
Esmeralda de Belgique, Béa Ercolini, Maïté Meeûs |
| 15 Oct | Surgical menopause: the leap into the void
Esmeralda de Belgique & Éléonore Dumont |
| 1 Nov | PCOS: the ovaries that throw everything off, from adolescence
Maïté Meeûs & Alexandra Moncada, medical student |
| 15 Nov | Menopause: the cystitis no one talks about (GSM)
Béa Ercolini & Dr Sana Jabry, gynaecologist |

UPCOMING SHOTS CONFIRMED

- | |
|--|
| What if we finally treated women as a whole? · Victoire de Bourqueney & Dorothée Dinne, Honae Care & Fâmmé |
| Endometriosis, violence, pain: what the body absorbs. · Maxime Fastrez, gynaecologist, Erasme |
| Weight, energy, beauty: is it all over at menopause? · Carine Laforêt, coach & nutritionist |
| Taking LSD at menopause, really? · Caroline Depuydt, psychiatrist |
| The heroin look wrecks girls' health. · Caroline Depuydt & Yumi Lambert, model |
| Testosterone - is it good for me too? · Dr Marc Naett, gynaecologist |
| Mental health: where does this "hysterical woman" story come from? · Nicole Edelman, historian |
| Sexism at work damages women's health. · Isabella Lenarduzzi, founder of JUMP |
| FGM: in Europe too? · Mariama Bah, writer |

AND ALREADY IN PREPARATION

- | |
|---|
| Fertility, IVF and everything around it: are specialist centres and networks really useful? |
| Misogynoir and "Mediterranean syndrome": medicine doesn't believe women of colour. |
| Medical research is made for men. · Stéphanie van de Werve, Thémis |
| Ladies, get your heart checked! · Dr Bharati Shivalkar, cardiologist |
| Bouncing back after breast cancer. · Juliette Berguet, founder of the Baob nonprofit |

THE PARTNERSHIP

Join the founding circle.

We're not putting together a series of episodes: we're building a **media outlet**, the French-language reference on women's health. Partnering with 51% means taking part in that ambition from day one, while everything is being built.

A reach that's already real

The trio brings what no figure can buy: genuine **public standing** and first-rank media weight. Recognised names, direct access to the major Belgian newsrooms and a voice that carries well beyond social media. With each episode, guests add their own circle: the reach keeps widening. The potential is considerable, an audience to activate, not one built from scratch.

What you gain

Visibility that lasts. Each episode you support keeps being watched months after release, where a classic campaign fades in a week: you're not buying a slot, you're building an **asset**. An image that reflects on yours: you associate with recognised voices and a cause carried all the way to the European Parliament, in a refined, independent environment, with no risk to your brand. And a rare place, that of **founding partner**, held only once, before everyone else.

How it works

In concrete terms, we think in numbers of episodes: from a single episode to a series of ten, you associate with the volume that suits you. Each partner commits to **€10,000 excl. VAT** per episode, a **founding rate**.

It's a launch price: it rewards those who commit now, while everything is still to be written, and it will rise as the audience grows. Coming in today on a media outlet carried by recognised figures and allied with Thémis means taking your place at day-one rates.

On top of this base, add the advertising budget of your choice: that's what multiplies views, and so your visibility and your return. The base already gives you the episode and its organic reach; advertising amplifies it, as much as you decide. We calibrate it with you, and we can manage it for you, in full transparency.

Two partners per episode, never from the same category: yours is yours alone.

THE BENEFITS

What you receive.

In concrete terms, your partnership takes shape on every episode you support.

Presence	Your logo on screen, at the open and the close, a mention and a link to your site in the description, on YouTube and podcast platforms.
Social clips	Short clips in your name, published on our social media and made available for yours.
Longevity	The episode and its assets stay online, indexed and searchable, indefinitely.
Category exclusivity	You never share the billing with a competitor.
Long-term tracking	Transparent reporting focused on what matters: the episode's life over time, its presence in search, the reach being built, not a snapshot of views.

And you leave with **reusable assets**: clips, excerpts, your association with the cause, to use on your own channels, in your internal communications, your CSR report. Your partnership works well beyond our screens.

Nothing is fixed: these benefits are built with you, episode by episode. As an option, a **dedicated capsule**: bespoke content produced by Tenue de Lumière, fronted by your own spokesperson, clearly identified as yours and distinct from our editorial line. The **host-read**, a recommendation carried by our own voices, is likewise discussed case by case, with the care that associating public figures with a brand demands.

One thing is not up for negotiation: editorial independence. The benefits concern visibility and association, never content. That's precisely what makes them valuable.

Esmeralda, B  a, Ma  t  ,   l  onore & Ga  l

Let's book 20 minutes.

Write to us at
tenuedelumiere.com/51pourcentlepodcast