

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.

THE SUBJECT

A bias 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 the women 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 broadest sense, from lived experience to science:

CYCLES AND HORMONES

Menopause

Postpartum

Hormonal migraines

Thyroid

Osteoporosis

Sport and cycle

FERTILITY AND MOTHERHOOD

Fertility and IVF

Miscarriage

UNDER-DIAGNOSED CONDITIONS

Cardiovascular health

Women's cancers

Chronic pain

MIND AND 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

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).

One episode a week, every Tuesday morning from 3 November 2026, mainly on YouTube, as well as Apple Podcasts and Spotify. 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 was born in a portrait studio, 51% carries that craft, in image and in sound: a signature that sets it apart.

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

51% × *thémis*

And 51% does not go it alone: the podcast is allied 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 with what women live.

51%

of the population
concerned

3

recognised voices to carry
the subject

1

episode a week, from 3
November

15+

years and up, from
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 few French-language media bring together, in one place, recognised public figures, the video format, an independent editorial line and the backing of a research foundation. That is the combination 51% is building: a space to take, where those who join early will be identified with it for the long run.

DESIGNED FOR 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

VOICE OF 51%

"A demanding audience, attentive to climate, the environment and human rights, attached to freedom of expression. Many have also followed me for a long time as a committed voice for women's rights."

Béa Ercolini

Journalist, CEO and activist

VOICE OF 51%

"My audience is made up of ELLE readers, the women who bought it when I was its editor-in-chief and who still follow what I do today. I'm often surprised that younger women are part of it too."

Maité Meeûs

Activist

VOICE OF 51%

"My community is the one born from Balance ton Bar: young, committed, in Belgium and well beyond. It has learned that behind every intimate story lies a collective reality, and that speaking out, when people truly listen, becomes a lever for change."

Éléonore Dumont

INSAS · Artist

DIRECTOR OF 51%

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

Gaël Nguyen

Civil engineer · Entrepreneur

PRODUCER OF 51%



He leads production and partnerships. An engineer's logic in the service of an entrepreneur's standards: he builds the system, keeps it coherent, makes it grow.

THE LINE-UP

Nine episodes are already recorded, released every Tuesday from 3 November 2026:

Women's health: we believe you!

What if we finally treated women as a whole?

Surgical menopause: the leap into the void

FGM: in Europe too?

PCOS: the ovaries that throw everything off, from adolescence

Sexism at work damages women's health

Menopause: the cystitis no one talks about

Weight, energy, beauty: is it all over at menopause?

Endometriosis, violence, pain: what the body absorbs

The full schedule, guests and upcoming shoots: tenuedelumiere.com/51pourcentlepodcast

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 outlet doesn't start from a blank page.

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 and independent setting. And a rare place, that of **founding partner**, which can only be held once.

How it works

Each episode hosts two partners, never from the same category: you never share the billing with a competitor. From a single episode to a series of ten, you choose the volume that suits you.

MAIN PARTNER

€5,000

excl. VAT, per episode

First place: your name at the open and the close, and content in your name.

ASSOCIATE PARTNER

€3,000

excl. VAT, per episode

A clear, lasting presence alongside the main partner.

These are launch rates: they reward those who commit now and will evolve with the audience. On top of this base, you can add an advertising budget to amplify reach: we calibrate it with you, and we can manage it for you, in full transparency.

THE BENEFITS

What you receive.

	MAIN PARTNER	ASSOCIATE PARTNER
Visibility	Your logo at the open and the close; mention and link at the top of the description, on YouTube and podcast platforms.	Your logo at the close; mention and link in the description.
Exclusivity	One partner per category and per episode: never shared billing with a competitor.	
Content	Short clips in your name, published on our social media, and reusable assets for your channels, internal communications and CSR report.	Reusable assets for your own channels.
Longevity	The episode and its assets stay online, indexed and searchable, indefinitely: you build an asset, not a slot.	
Reporting	Transparent tracking over time: the episode's life, its presence in search, the reach being built.	

OPTIONAL

Activation: an advertising budget calibrated and managed with you, in full transparency, to amplify the reach.

Dedicated capsule: bespoke content produced by Tenue de Lumière, fronted by your own spokesperson, clearly identified as yours and distinct from our editorial line.

Ultimately, you attach your name to conversations that count, and that keep counting long after they air.

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

Esmeralda, Béa, Maïté, Éléonore and Gaël

Let's book
20 minutes.

Éléonore Dumont and Gaël Nguyen

contact@tenuedelumiere.com

+32 473 602 637

tenuedelumiere.com/51pourcentlepodcast