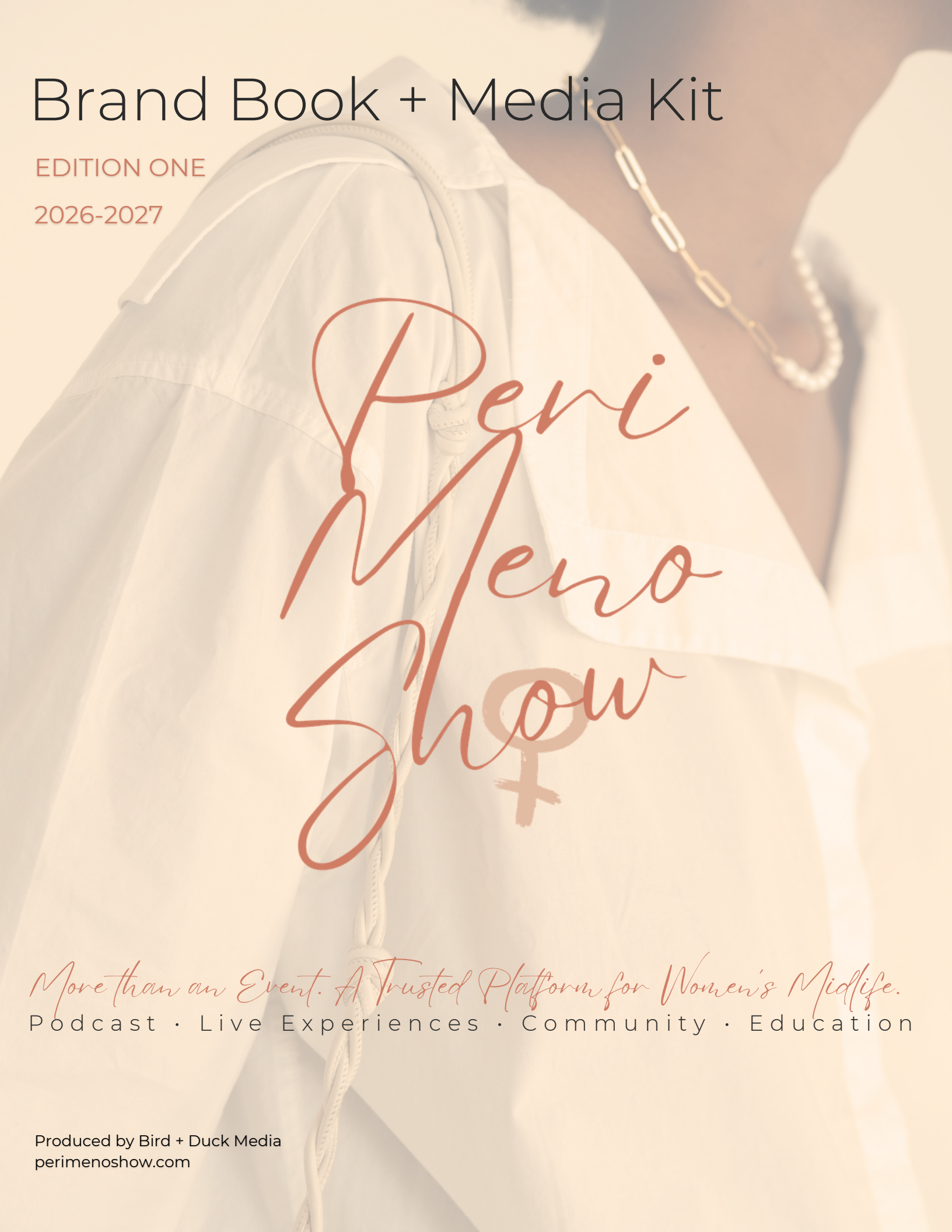


Brand Book + Media Kit

EDITION ONE

2026-2027

Peri Meno Show



More than an Event. A Trusted Platform for Women's Midlife.
Podcast • Live Experiences • Community • Education

Produced by Bird + Duck Media
perimenoshow.com

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A Message From Our Founder

Welcome!

Whether you've discovered Peri Meno Show because you're searching for answers, looking for community, exploring a partnership, or simply curious about what we're building, I'm so glad you're here.

Like so many women, I never expected perimenopause to change my life as dramatically as it did. There wasn't one defining moment. Instead, it was a gradual realization that I didn't quite feel like myself anymore. My body was changing. My mind felt different. My emotions were unfamiliar. I found myself searching for answers, wondering if anyone else was experiencing the same things.



What surprised me most wasn't that I was struggling—it was how difficult it was to find trusted information, knowledgeable healthcare providers, and honest conversations about what so many women experience.

When I finally found the right support, everything changed.

That experience also changed me.

I realized that if I—someone who asks questions for a living, researches relentlessly, and builds communities through events—had struggled to find answers, millions of other women were likely navigating the same journey.

Peri Meno Show was born from that realization.

Our mission is simple: to create a trusted place where women can find expert guidance, meaningful conversations, innovative solutions, and a community that reminds them they are never alone.

We believe women deserve better conversations around perimenopause, menopause, and midlife.

We believe women deserve access to trusted information before they reach a crisis point. And we believe this season of life deserves to be approached with curiosity, confidence, hope, and joy—not fear.

Peri Meno Show is more than a podcast.
More than a live experience.
It's a growing community dedicated to changing the conversation around women's midlife.

Thank you for being here.
We're just getting started.

Nadine M. Kohlen
Founder & Executive Director
Peri Meno Show

The Conversation is Changing

For too long, women have been expected to navigate perimenopause and menopause with more questions than answers. Thankfully, that's beginning to change.

**75
Million**

Approximate women in the US currently living in a menopausal state.

**2
Million**

Approximate women in the US entering perimenopause.

<20%

Women familiar with treatment options..

35+

Symptoms can start as early as age 35.

Women deserve better!



Why Peri Meno Show? Why now?

For decades, menopause remained one of the most universal yet least discussed experiences in women's health.

Although every woman who lives long enough will experience menopause, many receive little education about the transition beforehand. Conversations around hormone health, menopause symptoms, treatment options, and long-term wellness have historically been limited, leaving many women feeling confused, dismissed, or unsupported.

Today, that is beginning to change.

Women are demanding better healthcare, better research, better education, and better support. Healthcare providers are increasing menopause-specific training. Researchers are dedicating greater attention to women's midlife health. Employers are beginning to recognize the impact menopause can have on workplace wellbeing. Innovative companies are creating products and services specifically designed to support women in midlife.

The conversation is finally moving into the mainstream. Yet millions of women still enter perimenopause without the knowledge or resources they need.

Peri Meno Show was created to help close that gap.

We are building a trusted platform where women can access information, discover solutions, hear expert perspectives, share experiences, and connect with others walking a similar path.

Because women deserve answers.
Because women deserve support.
Because midlife deserves a bigger stage.

Our Mission , Vision , + Values

Our Mission

To educate, empower, and connect women navigating perimenopause, menopause, and midlife through trusted information, meaningful conversations, and transformative experiences.

Our Vision

A future where every woman enters perimenopause informed, supported, and confident in her ability to thrive through every stage of midlife and beyond.

What We Believe

Women deserve answers.

Women deserve access to experts.

Women deserve community.

Women deserve to feel seen and heard.

Women deserve to understand what is happening to their bodies.

Women deserve to embrace midlife with confidence rather than fear.



Our Core Pillars

EDUCATION

Providing credible, accessible information women can trust.



WELLNESS

Supporting physical, emotional, mental, and social wellbeing.



CONNECTION

Creating opportunities for meaningful community.



EMPOWERMENT

Helping women advocate for themselves and embrace what's next.

Overview: Our Eco System

A Platform for Women's Midlife Wellness

Peri Meno Show is a media and live-experience platform dedicated to helping women navigate perimenopause, menopause, and midlife with confidence.

Through educational content, expert conversations, wellness experiences, community engagement, and trusted resources, the brand exists to support women through one of life's most transformative seasons.



The Peri Meno Show ecosystem includes:

The Peri Meno Show Podcast

Year-round conversations featuring physicians, practitioners, researchers, advocates, wellness experts, and women sharing their personal journeys.

Peri Meno Show Live Experiences

Immersive one-day events designed to educate, entertain, and connect women through wellness experiences, expert conversations, and community engagement.

Community Partnerships

Collaborations with healthcare organizations, wellness brands, nonprofits, practitioners, and businesses committed to advancing women's health and wellbeing.

Meet the Founder



Nadine, Moo, Nate, Char, and Matt

Nadine Kohler is an entrepreneur, event producer, storyteller, and community builder who believes that meaningful conversations have the power to change lives.

As the founder of Bird + Duck Media, a Pacific Northwest-based event company headquartered in Washington State's Puget Sound region, Nadine has spent her career creating experiences that bring people together around shared interests, lifelong learning, and authentic human connection.

But Peri Meno Show is her most personal project yet.

After years of balancing marriage,

motherhood, business ownership, and community leadership, Nadine unexpectedly found herself navigating the challenges of perimenopause. Like many women, she experienced changes that affected her physical health, mental wellbeing, relationships, and daily life—long before realizing hormones were playing a significant role.

Finding answers wasn't easy.

Finding knowledgeable healthcare wasn't easy.

Finding open conversations wasn't easy.

After eventually connecting with a physician trained in hormone replacement therapy and menopause care, she experienced a dramatic improvement in her quality of life. More importantly, she realized that countless other women were still searching for the same answers she had spent years trying to find.

That realization became the foundation for Peri Meno Show.

Today, Nadine is building Peri Meno Show into a trusted platform that brings together healthcare professionals, researchers, wellness experts, innovators, advocates, and women from all walks of life to help transform the conversation around perimenopause, menopause, and midlife. Through the Peri Meno Show Podcast, live experiences, and year-round community partnerships, her vision is to ensure that fewer women have to navigate this chapter feeling uninformed, unsupported, or alone.

Outside of work, Nadine shares life with her husband—her business partner and greatest adventure companion—their three children, two dogs, two cats, and an ever-growing urban garden in Tacoma, Washington. Their home is joyfully filled with the creativity, humor, and beautiful complexity of a family of wonderfully neurodivergent minds.

A proud Tacoma native, Nadine graduated from Stadium High School in the 1990s and even spent a day as an extra in *10 Things I Hate About You*—a hometown story that still makes her smile. She loves camping, traveling, discovering new places, and believes some of life's best conversations happen around a campfire, on a road trip, or while digging in the garden.

Above all, Nadine hopes Peri Meno Show helps every woman feel a little more informed, a little more hopeful, and a lot less alone.

Nadine

Peri Meno Show

The Podcast



Launching March 1, 2027

The Peri Meno Show Podcast is where expert knowledge meets authentic conversation.

Hosted by founder Nadine Kohler with Bird + Duck team members, the podcast explores the realities of perimenopause, menopause, and modern midlife through conversations with physicians, researchers, wellness professionals, authors, advocates, and women sharing their lived experiences.

Topics include:

- *Hormone health*
- *Menopause education*
- *Nutrition*
- *Fitness*
- *Mental wellbeing*
- *Relationships*
- *Sexual health*
- *Career transitions*
- *Healthy aging*
- *Reinvention and purpose*

Our goal is simple:

To help women feel informed, supported, and less alone.

Peri Meno Show The Live Experience

Education. Wellness. Community. Entertainment.

Peri Meno Show Live is a one-day immersive experience designed specifically for women navigating perimenopause, menopause, and midlife.

More than a traditional conference or consumer show, Peri Meno Show combines education, wellness, connection, and entertainment into a highly curated experience.

2027 Tour Dates:

June 3, 2027 - Bellevue, Washington

June 5, 2027 - Tacoma, Washington



Wellness Marketplace

Guests can explore products, services, healthcare resources, wellness brands, practitioners, and innovative solutions designed specifically for women in midlife.



Wellness Activations

Interactive experiences that encourage discovery, self-care, and personal wellbeing.



Midlife Main Stage

Inspired by the energy of a late-night talk show, the Midlife Main Stage features expert interviews, audience interaction, storytelling, and candid conversations about the realities of midlife.

Who We Serve

Primary Audience

Women ages 38–65 navigating perimenopause, menopause, and midlife wellness.

Secondary Audiences

- Women 65+
- Healthcare professionals
- Wellness practitioners
- Spouses and partners
- Adult children supporting parents
- Employers and HR leaders
- Women's health advocates

Audience Interests

- Women's health
- Hormone health
- Fitness
- Nutrition
- Healthy aging
- Beauty and self-care
- Personal growth
- Financial wellness
- Community and connection



Our Partnership Philosophy

At Peri Meno Show, we believe the best partnerships create value for our community—not just visibility for a brand.

That's why we intentionally curate the organizations, experts, and experiences that become part of our platform.

We're looking for partners who educate, innovate, support, and empower women through every stage of midlife.

Whether through healthcare, wellness, financial planning, travel, beauty, movement, nutrition, mental health, technology, or advocacy, every partner should contribute something meaningful to the women we serve.

When women complete a podcast episode or leave our live experience event feeling more informed, more confident, and more connected, everyone benefits.

We believe great partnerships...

Educate
Innovate
Support
Empower
Inspire
Advocate



Every organization or business working with us at Peri Meno Show is thoughtfully selected because we believe our guests deserve more than products to browse—they deserve trusted resources, meaningful conversations, and experiences that can genuinely improve their lives.

Ways to Partner

Founding Partner

Podcast Partner

Live Experience Partner

Wellness Marketplace
Partner

Wellness Activation
Partner

Community Partner

Year-Round Media
Partner



Quick Facts

**Podcast Launch:**

March 1, 2027

**Live Experience Tour Dates:**

June 3, 2027 – Bellevue, WA

June 5, 2027 – Tacoma, WA

**Producer:**

Bird + Duck Media

Headquarters:

Puget Sound Region, Washington State

**Website:**

www.perimenoshow.com

**Socials:**

@perimenoshow

**Focus Areas:**

Women's Health • Hormone Health • Wellness

Healthy Aging • Community • Education

Approved Brand Descriptions

25-Word Version

Peri Meno Show is a media and live-experience platform helping women navigate perimenopause, menopause, and midlife through education, wellness, community, and conversation.

50-Word Version

Peri Meno Show is a podcast and live-experience platform dedicated to helping women navigate perimenopause, menopause, and midlife with confidence through expert education, trusted resources, wellness experiences, and meaningful community.

100-Word Version

Peri Meno Show is a media and live-experience platform dedicated to educating, empowering, and connecting women navigating perimenopause, menopause, and midlife. Through a podcast, live experiences, expert-led conversations, wellness activations, and community engagement, the brand provides trusted information and practical resources designed to help women thrive throughout their midlife journey. Produced by Bird + Duck Media, Peri Meno Show was created to address the growing need for accessible menopause education and meaningful support during one of life's most transformative transitions.



Contact Information

Media Inquiries

marketing@birdandduck.com

Partnerships

virginia@birdandduck.com

Exhibitor Opportunities

ashley@birdandduck.com

General Information

perimenoshow@gmail.com

www.perimenoshow.com

@perimenoshow

Instagram • Facebook • YouTube (coming soon) • Podcast Platforms (coming soon)





More than an Event. A Trusted Platform for Women's Midlife.
Podcast • Live Experiences • Community • Education

This Is Just the Beginning.

The conversation is changing.

The research is growing.

The community is expanding.

The future is brighter.

Together, we're helping build a world where every woman feels informed,
empowered, and supported through midlife.

Thank you for being part of what's next.