

Reach people with Crohn's disease and ulcerative colitis while they research and decide

Crohn Zone is a patient-led, evidence-based publisher covering Crohn's disease and ulcerative colitis (IBD). Readers arrive from Google with a specific question about a treatment, a diet change or daily life, and they read cited, plain-language answers. That makes Crohn Zone a focused, brand-safe place for IBD-relevant advertisers.

Audience at a glance

2,334

active users, 28 days to Sept 24, 2026 (GA4), up 34.6% on the prior period

94.8K

Google Search impressions in the same 28 days (Search Console)

1m 04s

average engagement time per session (GA4)

226

long-form, cited articles across treatments, diet and daily life

42%

of Google clicks from the United States, then the UK (14%) and Australia (7%) (Search Console, August 2026)

9x

growth in monthly Google clicks since the April 2026 relaunch (88 to about 798 per 30 days)

All figures are read directly from Google Analytics 4 and Google Search Console and are shared on request with screenshots. Mobile is the majority device (60% of August clicks). Crohn Zone does not buy traffic.

Who reads Crohn Zone

- Newly diagnosed patients researching what their treatment options mean
- Established patients managing biologics, diet, deficiencies and surgery decisions
- Caregivers and family members preparing questions for the gastroenterologist

What they are reading right now

- New IBD treatments in 2026
- Best biologic for Crohn's disease; Skyrizi vs Stelara
- Foods to avoid with Crohn's; magnesium, iron and B12 deficiency
- Workplace accommodations and daily life with IBD

Content library

Medical Treatments 74

Diet, Supplements and Recipes 69

Body and Soul 83

Every article cites its sources, carries medical-condition structured data, and is written for patients in plain language. Crohn Zone is patient-led and evidence-based; it does not claim clinical review.

Channels beyond the site

- Weekly email digest to an opted-in subscriber list (MailerLite)
- Pinterest, Instagram and LinkedIn, with every article distributed on publication

Placements and rates

Rates are in US dollars, for a single placement, and valid through December 2026. Volume and multi-month arrangements are quoted on request.

Placement	What is included	Rate
Sponsored feature	A 1,200 to 1,800 word article written by the Crohn Zone team on a topic agreed with you, labeled "Sponsored", permanent on the site, plus one newsletter mention and one social post. You review for factual accuracy about your product; editorial control stays with Crohn Zone. Lead time 2 to 3 weeks.	\$600
Sponsored mention	A labeled paragraph and link inside an existing, relevant article.	\$150
Newsletter block	A labeled sponsor block in one weekly digest.	\$100
Dedicated newsletter send	A single-topic email to the full list, labeled as sponsored.	\$250
Research or trial listing	A labeled listing on the resources page plus a newsletter block and a social post, for paid patient research and clinical trial recruitment. Marked "not a Crohn Zone study".	\$200 per month plus any per-participant contribution you offer
Partner of the month	Site-wide sidebar unit for one month, one sponsored feature, two newsletter blocks and three social posts.	\$1,800
Display in treatment articles	Labeled units inside and around treatment and diet articles, sold directly. Available once monthly pageviews pass 25,000.	\$30 CPM \$300 minimum per month

Reach figures describe the audience at the time of writing; Crohn Zone does not guarantee impressions, clicks or outcomes for any placement.

Advertising standards

- Only advertisers relevant to the IBD community are accepted.
- All paid content is clearly labeled and visually distinct from editorial.
- Advertisers never review, approve or influence editorial articles. Sponsored features are reviewed by the sponsor for product accuracy only.
- Crohn Zone follows FTC endorsement and disclosure rules and platform policies for health advertising.
- Reader data is never sold, rented or shared.
- Prescription drug advertising is accepted for US audiences only and must carry the required risk information.
- Advertising that is misleading, makes unsupported health claims, or is not appropriate for a patient audience is declined.

How to start. Email contact@crohnzone.com with your brand, the product or program, your goal and your timing. We reply within two business days with availability and a short proposal.

Full policies: crohnzone.com/advertise and crohnzone.com/editorial-policy. Media kit dated October 2026.