



Liz Earle

Wellbeing

The unrivalled, authentic and trusted voice of wellbeing



MEDIA PACK JUNE 2019

OUR HERITAGE

“Liz Earle Wellbeing draws on over 30 years of my research and experience in the world of wellness, natural health and beauty. As a working mother of five, I know just how busy our lives can be as we juggle family and business, day in, day out. We need simple, sensible and straightforward advice that will truly make a difference to our health and happiness, not fads and unfounded claims that are sadly all too common in the health and beauty industry. Liz Earle Wellbeing was created to do exactly this – to inspire and empower our readers with the trusted, well-balanced information they want in order to eat well, live well, look good and feel great.”

LIZ EARLE MBE,

Editor-in-Chief and Founder of Liz Earle Wellbeing



Liz Earle *Wellbeing*

AUDIENCE

Liz Earle Wellbeing's audience is highly engaged and loyal. Many have followed Liz's advice over the last 30 years, and know the advice and brands recommended by Liz Earle Wellbeing can be trusted.

DEMOGRAPHICS

Our readers are over 80% female, with over 65% aged between 35 and 65




VIDEO

9,000+ minutes of video watched each month
4,800+ videos viewed each month

2 minutes of each video watched

Averages based on Jan - Dec 2018

SOCIAL MEDIA

-  @Liz Earle Wellbeing 24k followers
-  @LizEarleWellbeing 35k followers
-  @lizearlewb 9k followers

GROWTH +33% YOY

PAGE VIEWS
AND USERS

PODCASTS

830,000+
DOWNLOADS

10,000
subscribers

Average 5,000
downloads
per episode

NEWSLETTER

26,500
SUBSCRIBERS
Average open rate 40%
vs industry average of 17%

CLICK THROUGHS
AVERAGE 10%

WEBSITE

102,000+
page views

41,500+
unique users

Monthly averages based on
1st quarter 2019

MAGAZINE

44,000+
circulation

100,000+
readership



Liz Earle *Wellbeing*

PRINT

A publishing success story bucking the trend with a loyal audience.

Liz Earle Wellbeing magazine was launched in May 2015 at the request of many of our early subscribers. Ever since, we have insisted on providing rich, beautiful content in every printed issue, with production and design values that are second to none. Our magazines have an enduring and timeless feel and are much-loved and collected by a loyal, engaged and growing subscriber base.

In challenging times for newsstand sales, Liz Earle Wellbeing is bucking the trend with a year-on-year circulation rise of 27%.

Frequency: Bi-monthly

Editorial Pillars: Health & Beauty, Food & Drink, Travel, Home, Nature

Format: 132 pages, quality silk paper and sturdy cover, timeless look and feel, beautiful photography and illustrations

PUBLISHING DATES

ISSUE	ON SALE
July/Aug	03/07/19
Sept/Oct	04/10/19
Nov/Dec	06/11/19
Jan/Feb	03/01/20
March/April	04/03/20
May/June	06/05/20

ADVERTISING RATECARD

Inside front cover	£4500
Inside back cover	£3500
1st DPS	£3000
1st right hand page	£1700
Single page – run of magazine	£1500
DPS – run of magazine	£2900
Specs: Full page: 210 x 273mm + 5mm bleed (215 x 278mm) Type area: 186 x 246mm	

ADVERTORIALS

Single page	£4500
Double page	£6500

OTHER OPPORTUNITIES

Competitions

Our popular competition in each issue of the magazine can attract up to 15,000 entries. Data capture of entrants can be arranged. Minimum prize value of £3000 required.

Subscription gifts

Get your products into the hands of our readers who can receive a free sample as a gift when they subscribe to the magazine. Minimum total value of all gifts £5000, for example 170 items worth £30 each or 500 items worth £10 each.



Liz Earle

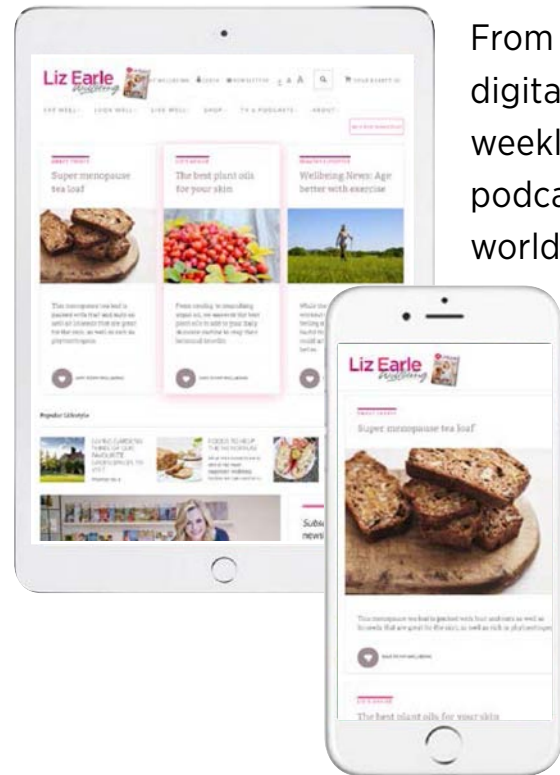
Wellbeing

DIGITAL

Highly targeted and extremely engaging, Liz Earle Wellbeing can be found across a range of digital platforms.

Lizearlewellbeing.com does not offer standard digital display advertising, however we work with a limited number of partners whose products we believe can make a genuine difference to our audience's wellbeing.

Collaborations, digital advertising and sponsorship opportunities are available across all our platforms: our website, podcasts, newsletters, filmed content and social media.



From video recipes and digital e-books to live Q&As, weekly newsletters and podcasts featuring other world-class health, beauty and wellbeing experts, *lizearlewellbeing.com* is packed full of Liz's wellbeing advice.

DIGITAL ADVERTISING RATECARD

Website

- Website takeover** from £10,000
Including 'cover story' advertorial featured on homepage, inclusion in top nav bar and 20,000 MPUs delivered including desktop and mobile.
- Advertorial** £4500
- Video sponsorship** from £6500
- Podcast sponsorship** £3000 per episode
- Podcast series sponsorship** from £10,000

Newsletters

- Newsletter takeover** from £7,000
Including 'cover story' advertorial featured at the top of the newsletter and inclusion in top nav bar, distributed to 22,500+ subscribers.
- Newsletter advertisement** £1000
- Newsletter advertorial** £2000

Social Media

- Sponsored Instagram post** £2000
- Sponsored post on all channels** £3000

Partnerships

We can offer bespoke partnership opportunities, combining a range of the advertising offerings listed above, to create a campaign that will really cut through with our audience and deliver both clicks and conversions.



GET IN TOUCH

Because of our commitment to providing the very best information that our readers can trust, we only work with brands that we believe can genuinely make a difference to their wellbeing.

If you'd like to be one of them, we can't wait to hear from you.

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