



Liz Earle

Wellbeing

The unrivalled, authentic and
trusted voice of wellbeing



MEDIA PACK WINTER 2020-21

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 audience 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.



PRINT

Our magazine readers are:

85% female
86% over 45
57% high affluence

10,000
MAGAZINE
SUBSCRIBERS

GROWTH
+97% YOY
PAGE VIEWS
+74% YOY
SESSIONS

PODCASTS
2M+
DOWNLOADS
Average 10,000
downloads per episode
Over 120,000
downloads
per month

DIGITAL

Our website visitors are:

77% female
70% over 35
81% in UK
58% viewing via mobile

VIDEO

5k+
YouTube
subscribers
37k+
video views
560k
video
impressions
10k
unique viewers

Monthly averages based on
Summer/Autumn 2020

SOCIAL MEDIA

f @Liz Earle Wellbeing **31.7k+ followers**
ig @LizEarleWellbeing **63k+ followers**
@LizEarleMe **76k+ followers**
tw @lizearlewb **9.7k+ followers**

NEWSLETTER

37k
SUBSCRIBERS
Average open rate 35%
vs industry average of 17%

CLICK THROUGH
AVERAGE 10%

WEBSITE

239k+
page views
95k+
monthly sessions

Monthly averages based on
Summer/Autumn 2020



MAGAZINE

A publishing success story 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 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 our quest to be a greener business, we are now a subscriber-only publication.

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 2021

ISSUE	COPY	ON SALE
Jan/Feb	01/12/20	31/12/20
Mar/April	02/02/21	01/03/21
May/June	02/04/21	01/05/21
July/Aug	04/06/21	01/07/21
Sept/Oct	04/08/21	01/09/21
Nov/Dec	06/10/21	01/11/21

ADVERTISING RATECARD

Inside Front Cover	£2300
Inside Back Cover	£2100
Left-hand page - Run of magazine	£1500
Advertorial	£2100

SPECIFICATIONS

Full Page

Trim:	210 mm x 273 mm
Bleed:	215 mm x 278 mm
Type area:	190 mm x 253 mm

Half Page Horizontal

Trim:	210 mm x 130 mm
Bleed:	215 mm x 135 mm
Type area:	190 mm x 110 mm

Half Page Vertical

Trim:	134 mm x 273 mm
Bleed:	139 mm x 278 mm
Type area:	114 mm x 253 mm



PARTNERSHIP 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 £1000 required.

'I am loving all your healthy recipes, kefir, exercise and, most of all, sleeping a whole lot better. I cannot thank you enough for the difference you have made to my life. Thank you.'
- BRENDA

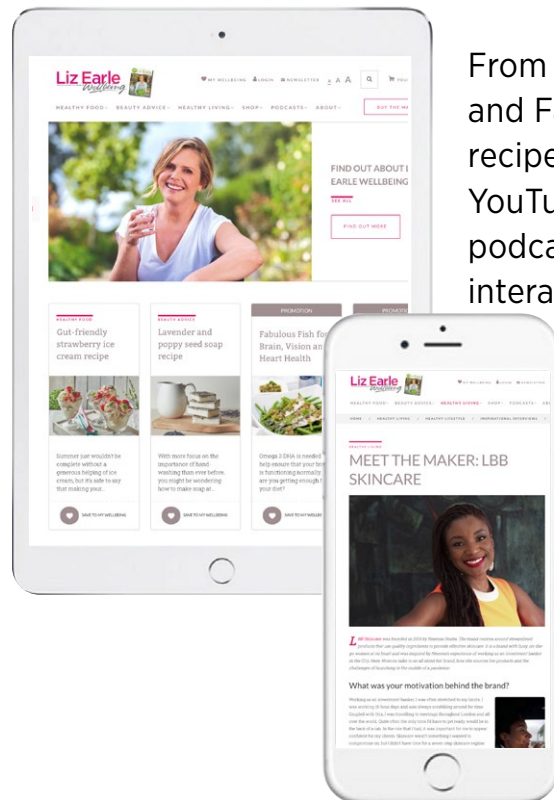
'The magazine is beautiful and informative and I LOVE IT! Many thanks to Liz and the team'
- LIZ

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.

DIGITAL

Highly loyal and engaged, our Liz Earle Wellbeing audience can be reached across a range of digital platforms.



From her much-loved Instagram and Facebook lives to video recipes and interviews on YouTube and hugely popular podcasts, Liz has many ways to interact directly with her faithful

audience, answering their questions, sharing her personal experiences and keeping everyone up to date with the latest wellbeing news.

Liz Earle

Wellbeing

In Spring 2020, our website underwent a significant redesign, introducing new advertising placements across all categories as well as improvements to SEO and usability. As a result, we have seen a significant uplift in traffic, achieving a 97% year on year increase in page views.

DIGITAL ADVERTISING RATECARD

Website

Video sponsorship	from £6500
Website advertorial	£4500
Website advertisements for 10,000 impressions	£2500

Podcasts

Podcast advertisement	from £3000
Podcast sponsorship single episode	from £3000
Podcast sponsorship series	from £10,000

Newsletters

Newsletter banner ad	£1000
Newsletter advertorial	£2000
Digital packages	from £4000

Social Media

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



'My weekly treat is to sit down with your newsletter, a cup of tea, and a piece of homemade shortbread. Listening to the Friday Five is like talking to a good friend.'
– MARY

'I wanted to write to you and your team to thank you so much for the incredible content on YouTube and social media.'
– MIMI

'I must say what a fabulous and informative website it is. I've only just discovered Liz and I'm loving her!'
– TRACY



PARTNERSHIPS & SPONSORSHIP

We are able to offer bespoke partnership opportunities to create campaigns that truly resonate with our audience and deliver both brand awareness and sales. Please get in touch to find out how we can help your brand.



'We are extremely pleased with the results of our sponsorship of 'A Flatter, Happier Tum'. As well as generating very positive brand exposure to the right demographic, the sponsorship has boosted organic reach for our prebiotic supplement range, Bimuno®. It is clear that Liz Earle MBE and her team are passionate about everyday health and wellbeing, with an active and engaged audience. Liz and the team were great to work with, offering the flexibility and insight to make the process both simple and effective. We're looking forward to partnering with Liz Earle on future projects.'

– BIMUNO®

'I've downloaded this and it's so informative and a very positive read. Very empowering!! I'm certainly recommending to all my girlfriends and spreading the word. It's a game changer! Brilliant Liz – as is everything you write.'
@HESSIONEMMA

'Such a good guide, comprehensive, easy to understand and so many helpful tips. Thank you for sharing this!!'

@FARAHBAKSH2000



'Working with Liz and her team has been a delight - it's truly a partnership. LBB has seen results that clearly demonstrates their understanding of an extremely attractive, active and engaged audience. The pedigree, ethos and values-led approach to selecting brand partners also puts you in great company and that has value. We're looking forward to a long and continued relationship with Liz Earle.'

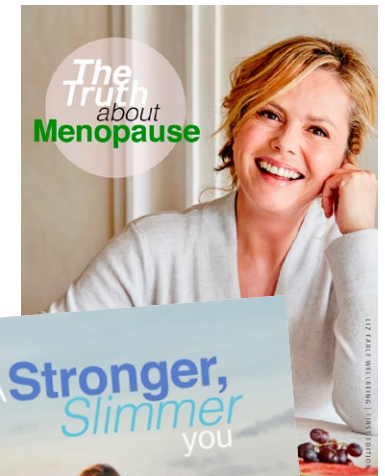
– LBB Skin

EBOOK SPONSORSHIP

Some of our most successful products are Liz's downloadable e-books. With over 40 pages of expert advice, these guides provide in-depth information on a wide range of issues, from menopause and fitness to gut health and immunity. In 2020, we decided to make these e-books available for sponsorship to our most valued clients.

Providing our clients with advertising space within the e-books themselves, alongside targeted promotion on our website and social platforms, sponsorship also allows us to offer these invaluable e-books for free during a specified time period.

They have been extremely popular with our audience, resulting in over 20,000 sponsored ebook downloads, and an uplift in product sales for our sponsors.





GET IN TOUCH

Because of our commitment to providing the very best information that our audience 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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