



Liz Earle

Wellbeing

The unrivalled, authentic and
trusted voice of wellbeing



MEDIA PACK SUMMER 2022

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 35 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

PODCASTS
4.2M+
DOWNLOADS
Average 20,000
weekly downloads
per episode

SOCIAL MEDIA

COMBINED REACH OF **260K** FOLLOWERS

-  @Liz Earle Wellbeing **41k+ followers**
-  @LizEarleWellbeing **86k+ followers**
@LizEarleMe **102k+ followers**
-  @lizearlewb **10k+ followers**

NEWSLETTER

45k+
SUBSCRIBERS
Average open rate 41.2%
vs industry average of 17%

CLICK THROUGHS
AVERAGE 5%

DIGITAL

Our website visitors are:

72% female
70% over 35
82% in UK
67% viewing via mobile

YouTube

23k+
subscribers
2m+
video views

25.9m+
video
impressions

83k+
unique viewers

Monthly averages based on
Winter/Spring 2022 stats

WEBSITE

170k
page views
90k
monthly sessions

Monthly averages based on
Winter/Spring 2022 stats

Liz Earle

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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 2022-23

ISSUE	COPY	ON SALE
July/Aug	10/06/22	01/07/22
Sept/Oct	08/08/22	01/09/22
Nov/Dec	12/10/22	05/11/22
Jan/Feb	02/12/22	01/01/23

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:	220 mm x 283 mm
Type area:	190 mm x 253 mm

Half Page Horizontal

Trim:	210 mm x 130 mm
Bleed:	220 mm x 140 mm
Type area:	190 mm x 110 mm

Half Page Vertical

Trim:	134 mm x 273 mm
Bleed:	144 mm x 283 mm
Type area:	114 mm x 253 mm



COMPETITION

WIN A YEAR'S SUPPLY OF FLOWERS FROM The Real Flower Company

Celebrate the seasons with beautiful, fragrant blooms, delivered to your home every month.

WORTH OVER £1,100

THE PRIZE
12 x large Florist's Seasonal Choice Bouquets, delivery included

To enter, and for full terms and conditions, head to lizearlewellbeing.com/win-real-flower-company

PARTNERSHIP OPPORTUNITIES

Competitions

Our popular competition in each issue of the magazine attracts an average of 10,000 entries. Data capture of entrants can be arranged. Minimum prize value of £1500 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

Subscription gifts

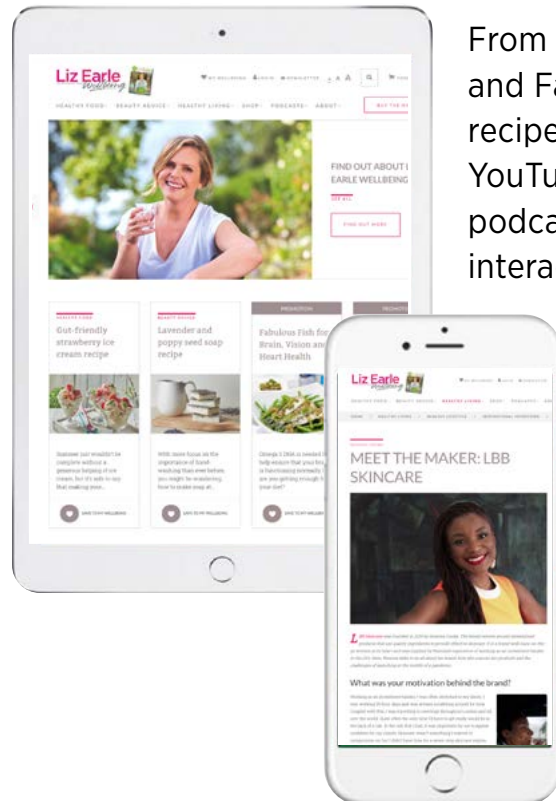
Get your products into the hands of our readers who can receive a free sample as a gift when they subscribe to the magazine. Minimum gift value £50.

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

- LIZ

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

We have recently introduced new advertising placements across all categories on our website as well as improvements to SEO and usability. Our users and engagement continue to grow year on year as a result. We also recently refined our social media strategy, which included the launch of our successful LIZLOVES affiliate programme and saw our channels grow by 87% in the past year alone.

DIGITAL ADVERTISING RATECARD

Website

Website advertorial	£4,500
Website advertisements for 10,000 impressions	£2,500

YouTube

Video sponsorship	from £6,500
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Newsletters

Newsletter banner ad	£1,000
Newsletter advertorial	£2,000

Social Media

Sponsored Instagram post	£3,000
Sponsored post on all channels	£5,000
IGTV/Facebook Live packages are available	



'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.

IGTV LIVES

Some of our most successful partnerships have involved Liz interviewing brand founders or senior managers on one of our regular IGTV slots. This has generated extremely strong sales and new customers for featured brands. We have several packages available for brands interested in joining Liz for a chat to tell our loyal audience all about their products and brand story.

Please contact betty@lizearlewellbeing.com for more information on the IGTV lives.

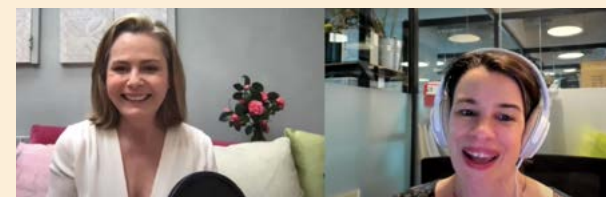
Joining the LIZLOVES program has been great for increasing both brand awareness and sales. The IGTV Lives especially are a great way to talk directly to a key audience, allowing us to showcase not just our products, but our values and expertise in our sector. Something you just can't achieve with an ad. We always see an impact on direct sales after an IGTV Live, with around a 40% increase in daily revenue.

**- Beck Howell,
Social Media and Content
Executive, Better You**

"Working with Liz and her team has been an absolute joy from the start. Her audience is engaged and knowledgeable about

health and wellness, and has proved to be a perfect match for Lifecode Gx. The energy and commitment that Liz personally put into presenting our products was phenomenal, and above and beyond our expectation. We love working with Liz and are excited about our next collaboration."

- Emma Beswick, CEO Lifecode Gx



"After our last Instagram and Facebook live with Liz Earle Wellbeing, we saw sales increase by 103% and new users on our website increase by 118%. We also saw our conversion rate increase by 185%. We find Liz Earle Wellbeing's audience to be health-conscious, environmentally aware, and interested to find out more about us and our products. To add to that, it is a pleasure to speak with Liz and to work with the Liz Earle Wellbeing team because they are knowledgeable about gut health and really understand our health products and why we are unique."

- Sue Allen, Co-founder of Microbz



"Working with Liz Earle Wellbeing has undoubtedly supercharged Leapfrog Remedies. The Insta Live with Liz on Liz Earle Wellbeing's platform was a pivotal moment for our young brand. The exposure was enormous, the engagement genuine, and sales absolutely spiked. Many of her fans became Leapfrog's too, giving us the opportunity to speak with them and learn just how much they trust her advice and suggestions. We call it "The Liz Earle Wellbeing Effect" at Leapfrog HQ!"

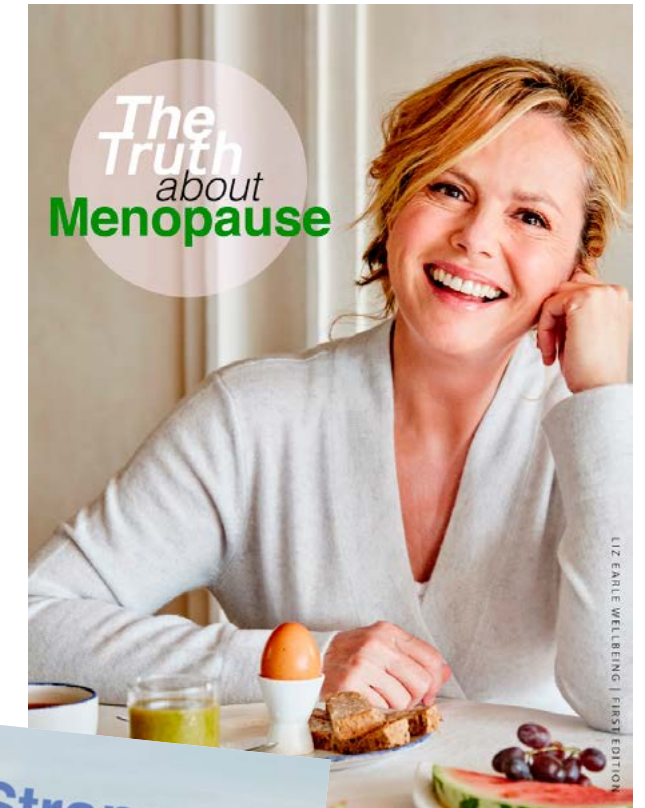
- Stephanie Drax, Founder & Managing Director, Leapfrog

Liz Earle
Wellbeing

EBOOK SPONSORSHIP

With over 40 pages of expert advice, our downloadable E-Books provide in-depth and up-to-date information on a wide range of issues, from menopause and fitness to gut health and immunity.

Providing partners with advertising space within the E-books, alongside targeted promotion on our website and social platforms, sponsorship also allows us to offer these invaluable guides for free during a limited time period. This has proved extremely popular with our audience resulting in increased brand awareness and an uplift in sales for our sponsors.



'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®





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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For all press interviews with Liz and speaker event requests:

CARLY COOK

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Manager, Found

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