

Liz Earle *Wellbeing*



THE
Liz Earle
Wellbeing Show

MEDIA PACK SPRING 2023

OUR MISSION

‘Liz Earle Wellbeing draws on over 35 years of my research and experience in the world of wellness, health and beauty. With many living longer than ever before, my Wellbeing team and I are on a mission to help us thrive later in life by investing in our health and wellbeing today. This means picking up good habits in our twenties and thirties, navigating the changes that come in our forties and fifties, and fortifying our bodies with everything we need to stay fit, sharp and energised in our sixties, seventies and beyond. Our goal is to inspire and empower our audience with the trusted, well-balanced information they deserve in order to age well, feel great and enjoy a better second half.’

LIZ EARLE MBE

*Editor-in-Chief and Founder
of Liz Earle Wellbeing*





10,000
MAGAZINE
SUBSCRIBERS

PRINT

Our magazine
readers are:
85% female
86% over 45
57% high
affluence

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.

SOCIAL MEDIA

COMBINED REACH OF

306K
FOLLOWERS

-  @Liz Earle Wellbeing **43k+** followers
-  @LizEarleWellbeing **94k+** followers
@LizEarleMe **107k+** followers
-  @lizearlewb **10.7k+** followers
@LizEarleMe **18.2K+** followers
-  **28K+** subscribers
-  **6k+** followers

DIGITAL

Our website visitors are:

71% female
72% over 35
82% in UK
69% viewing via
mobile

NEWSLETTER

48k+
SUBSCRIBERS

Average open rate 40%
vs industry average of 19%

CLICK THROUGHS
AVERAGE 7.8%
vs industry average of 3.4%

PODCASTS

5.3M+
DOWNLOADS
Average 20,000
weekly downloads
per episode

YouTube

28k+
subscribers

2.7m
video views

30.1m
video
impressions

Monthly averages based on
Winter 2022 stats

WEBSITE

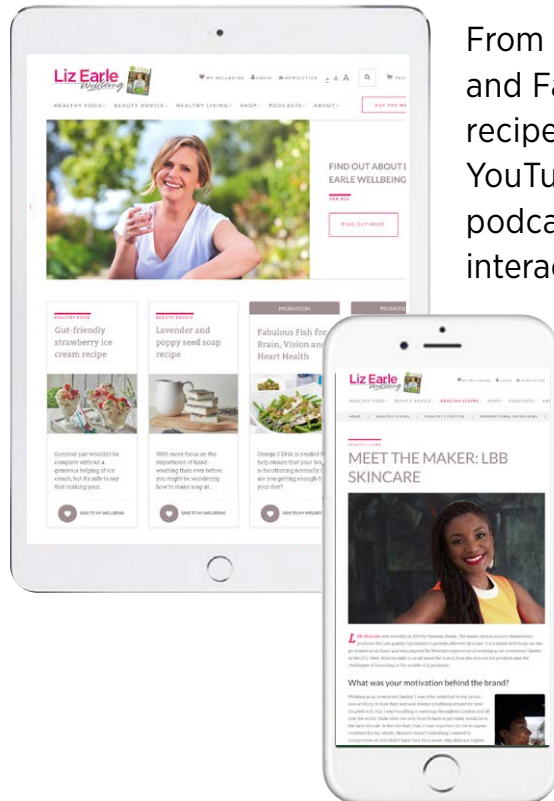
130k
page views

76k
monthly sessions

Monthly averages based on
Winter 2023 stats

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

Advertise and showcase your products to our audience through our digital platforms. We continually monitor and refine our digital strategy in response to emerging trends and user needs. As a result, we continue to grow year on year and maintain strong engagement across all of our platforms.

DIGITAL ADVERTISING RATECARD

Website

Website MPU

£20 per CPM
minimum spend of £500

Newsletters

Newsletter advertorial

£2,500

Social Media

Sponsored Instagram reel

£4,000

Sponsored Instagram static feed post

£2,000

Sponsored static post on all channels

£4,000

We also offer LIZLOVES affiliate partnerships to a select few brands.

Contact betty@lizearlewellbeing.com to find out more.



'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.

Instagram Live Packages

Some of our most successful partnerships have involved Liz interviewing brand founders or senior managers on one of our regular Instagram Live 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 information on our Instagram Live packages.

Joining the LIZLOVES program has been great for increasing both brand awareness and sales.

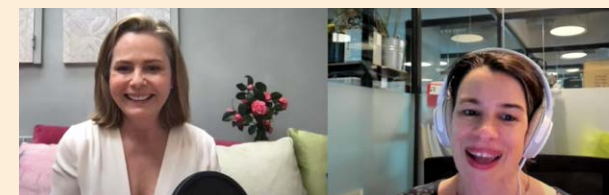
The Instagram Lives especially are a great way to talk directly to a key audience, allowing us to showcase not just our products, but our values and expertise in our sector. Something you just can't achieve with an ad. We always see an impact on direct sales after an Instagram Live, with around a 40% 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

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
May/June 23	10/04/23	01/01/23
July/Aug 23	07/06/23	01/07/23
Sept/Oct 23	04/08/23	01/09/23
Nov/Dec 23	12/10/23	05/11/23
Jan/Feb 24	30/11/23	01/01/24

ADVERTISING RATECARD

Inside Front Cover	£2,300
Inside Back Cover	£2,100
Left-hand page - Run of magazine	£1,500
Advertorial	£2,100

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



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 £1,000 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 gift value £30.



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.

**For all advertising and
partnership opportunities:**

BETTY BEARD

Commercial Manager
betty@lizearlewellbeing.com

For podcast advertising enquiries:

ELLIE SMITH

Podcast Producer
ellie@lizearlewellbeing.com

**For all press interviews with Liz
and speaker event enquiries:**

CARLY COOK

Director and Talent Manager, Found
0208 912 5313/07855 840662
carly@thefound.co.uk