

Liz Earle

Wellbeing



MEDIA KIT WINTER 2023/24

OUR MISSION

“My Wellbeing team and I are on a mission to empower our audience to thrive later in life and enjoy a better second half 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.”

LIZ EARLE MBE

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





Liz Earle Wellbeing Magazine

10,000

magazine subscribers



Liz Earle Wellbeing Show

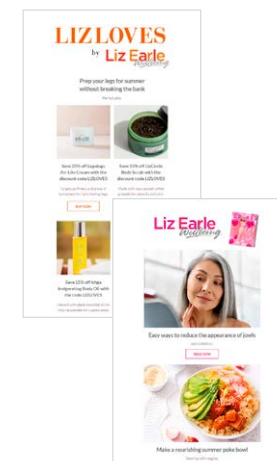
6.7m+ downloads



Social media

325k followers

OUR PLATFORMS



Editorial Newsletter

40,000 subscribers

AVERAGE OPEN RATE 56%

LIZLOVES Newsletter

10,000 subscribers

AVERAGE OPEN RATE 55%



LIZLOVES by Liz Earle

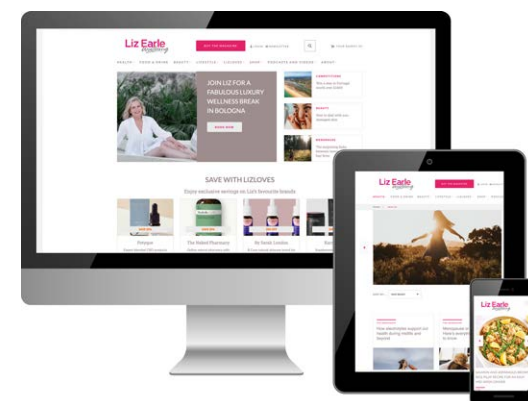
LIZLOVES

Over 66

active partners

11,000

monthly page views



Lizearlewellbeing.com

150k

monthly page views

OUR AUDIENCE

PRINT

85%
female

86%
aged 45+

57%
high affluence



DIGITAL

71%
female

72%
over 35

82%
in the UK

69%
viewing via mobile

ADVERTISE ONLINE

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

SPONSORED PODCAST EPISODES

From £5000

WEBSITE

Website MPU

£20 per CPM
(minimum spend
of £500)

LIZLOVES
by **Liz Earle**
Wellbeing

LIZLOVES PARTNERSHIPS

Our LIZLOVES affiliate programme offers bespoke partnership opportunities and tailor-made campaigns that truly resonate with our audience to deliver both brand awareness and sales.

CONTACT Betty@lizearlewellbeing.com for more information on becoming a LIZLOVES partner.

SOCIAL MEDIA

Sponsored Instagram reel

£4,000

Sponsored Instagram static feed post

£2,000

Sponsored static post on all channels

£4,000

NEWSLETTERS

Newsletter advertorial

£2,500



ADVERTISE IN PRINT

A publishing success story
with a loyal audience.

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

PUBLISHING DATES 2023-24

ISSUE	COPY	ON SALE
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

Liz Earle Wellbeing
is a bi-monthly publication
dedicated to empowering our
audience, by delivering trusted,
well-balanced information in
order to age well, feel great
and enjoy a better second half.
Our editorial pillars include:
Health & Beauty, Food & Drink,
Travel, and Home & Lifestyle.

CONTACT US

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

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For podcast advertising enquiries:

ELLIE SMITH

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For all press interviews with Liz and speaker event enquiries:

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