



# Liz Earle

*Wellbeing*

MEDIA PACK 2025



# OUR MISSION

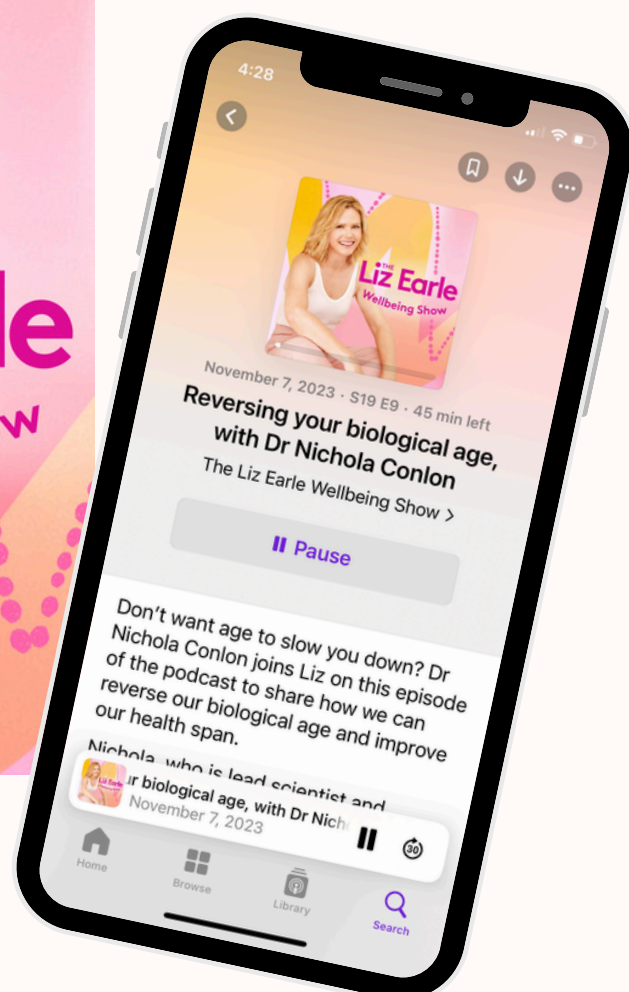
## A BETTER SECOND HALF

“With many living longer than ever before, I’m on a mission to help us thrive in later 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.

“My 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.”

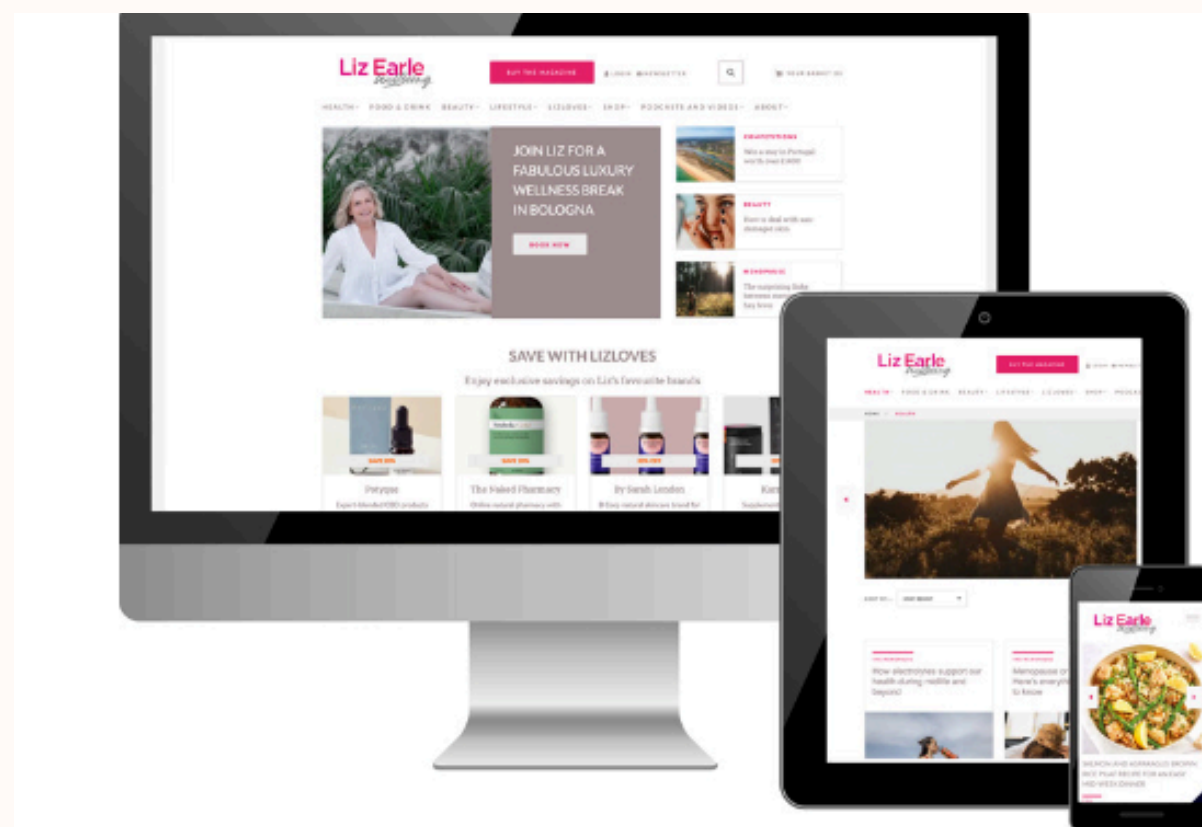
– **Liz Earle MBE**, wellbeing expert,  
brand founder and No.1 Sunday  
Times bestselling author.





**The Liz Earle Wellbeing Show**

**8 million+**  
downloads



**lizearlewelling.com**

**150k**  
monthly  
page views



**LIZLOVES**



**70+**  
active  
partners

**11k**  
monthly  
page  
views



**@lizearlewelling**  
**@lizearleme**  
**335k+**  
followers



**@lizearlewelling**  
**81k**  
followers



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**25k**  
followers

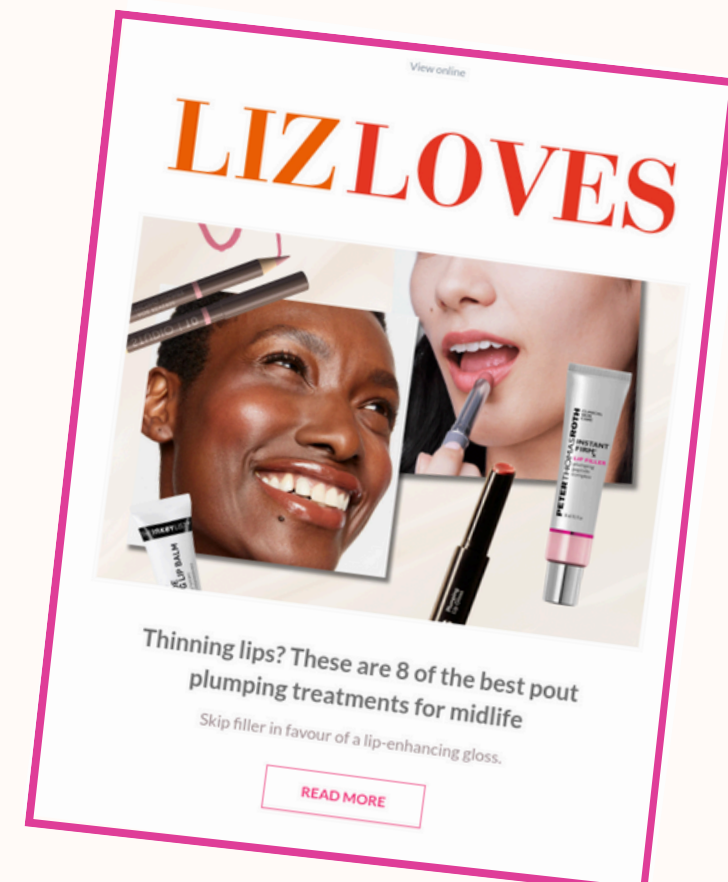


**@lizearlewelling**  
**40k**  
followers



**Editorial  
Newsletter**

**40,000**  
subscribers  
**AVERAGE OPEN RATE 56%**



**LIZLOVES  
Newsletter**

**18,000**  
subscribers  
**AVERAGE OPEN RATE 55%**

# OUR AUDIENCE

Our Liz Earle Wellbeing audience are highly engaged and loyal. Many have been following Liz's advice for the past 35 years and know the advice and brands recommended can be trusted.

72%

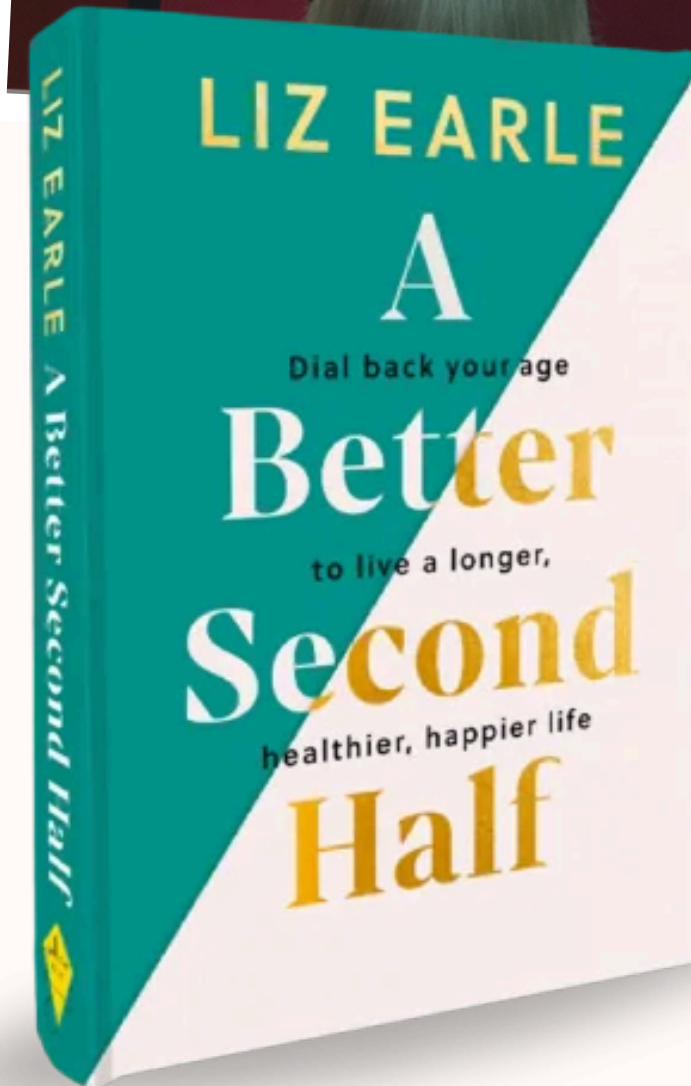
OVER 35

85%

FEMALE

82%

IN THE UK



joanne hen, 11/03/2023

Love liz, the advice my Mum never gave me! Thanks so much liz for such an amazing Podcast. I enjoy the range of subjects you cover and feel like you're an Aunt teaching me life lessons I never had! From sleep, to [more](#)



menopause Victoria, 29/11/2022

Trusted source on a wealth of information I love Liz's honest open approach to everything from relationships and menopause to skincare and gut health! A fantastic midlife podcast, you should not miss!

Thank you for changing my life this year Liz, and that's no understatement at all.

Your book has changed everything for this 44 year old.

Thank you 🙌

-10kls10

*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.*

**Emma Beswick, CEO LifecodeGx**

# ADVERTISE ONLINE

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

## LIZLOVES

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](mailto:betty@lizearlewellbeing.com) for more information on becoming a LIZLOVES partner.



## SOCIAL MEDIA

Sponsored Instagram reel

£4,000

Sponsored Instagram static feed post

£2,500

## NEWSLETTERS

Newsletter advertorial

£2,500

## WEBSITE

MPU £20 per CPM

£500 min spend

SPONSORED  
PODCAST  
EPISODES

from £5000

# OUR PARTNERS

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.



Sweaty Betty

*Mindful Chef*



PHILIPS

WAITROSE  
& PARTNERS



Holland&Barrett



*Freddie's  
Flowers*

JOHN LEWIS  
& PARTNERS



NUCHIDO  
LABORATORIES

By Sarah



STUDIO | 10

**Jude**<sup>TM</sup>

MIGHTY  
BREW

GlycanAge

BEAUTY  
PIE

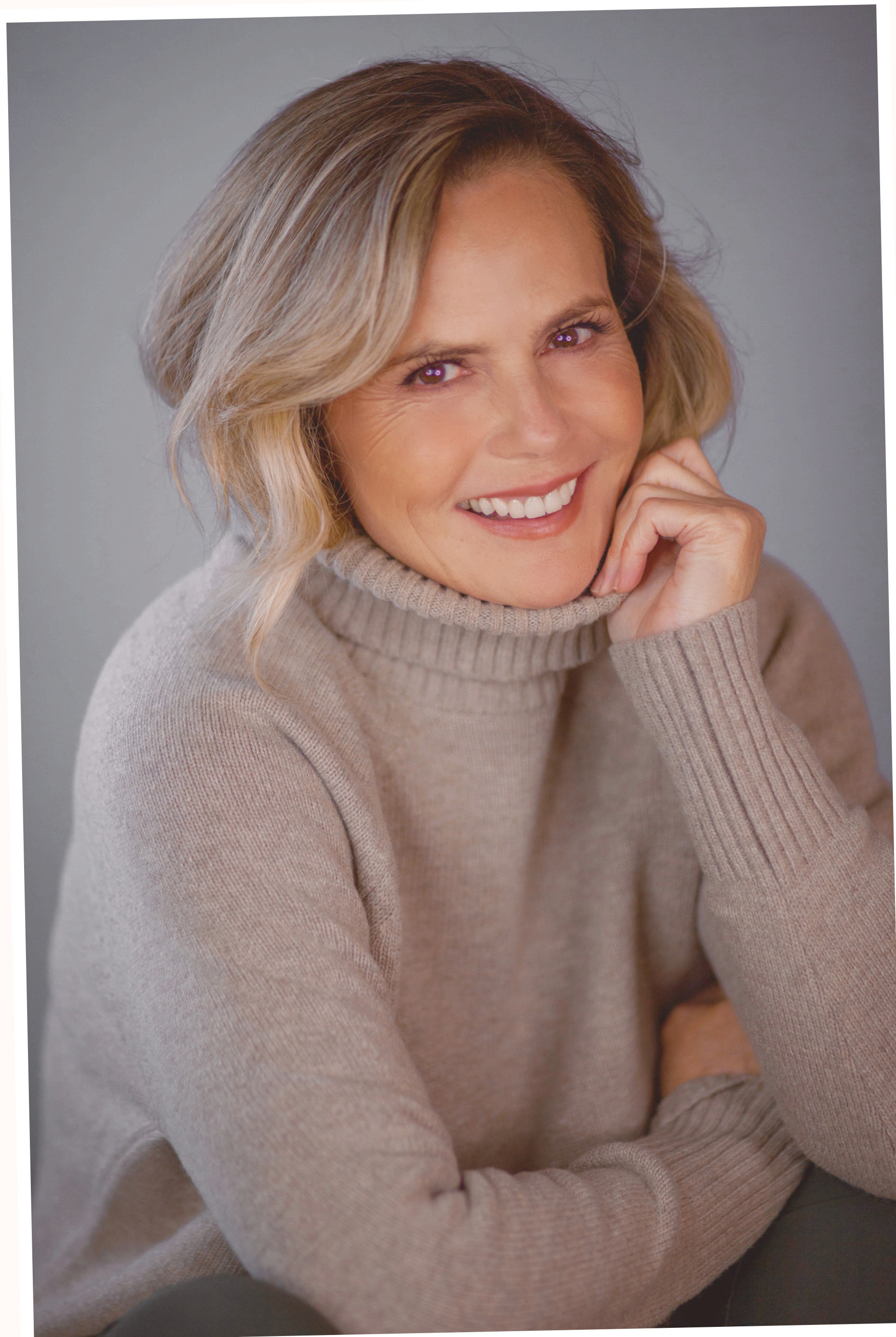
ANCIENT  
+BRAVE

The  
Naked  
Pharmacy<sup>®</sup>

Lingo

# GET IN TOUCH

Keen to collaborate? We look forward to hearing from you.



**FOR ADVERTISING AND LIZLOVES  
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