



# Liz Earle

WELLBEING



## OUR MISSION

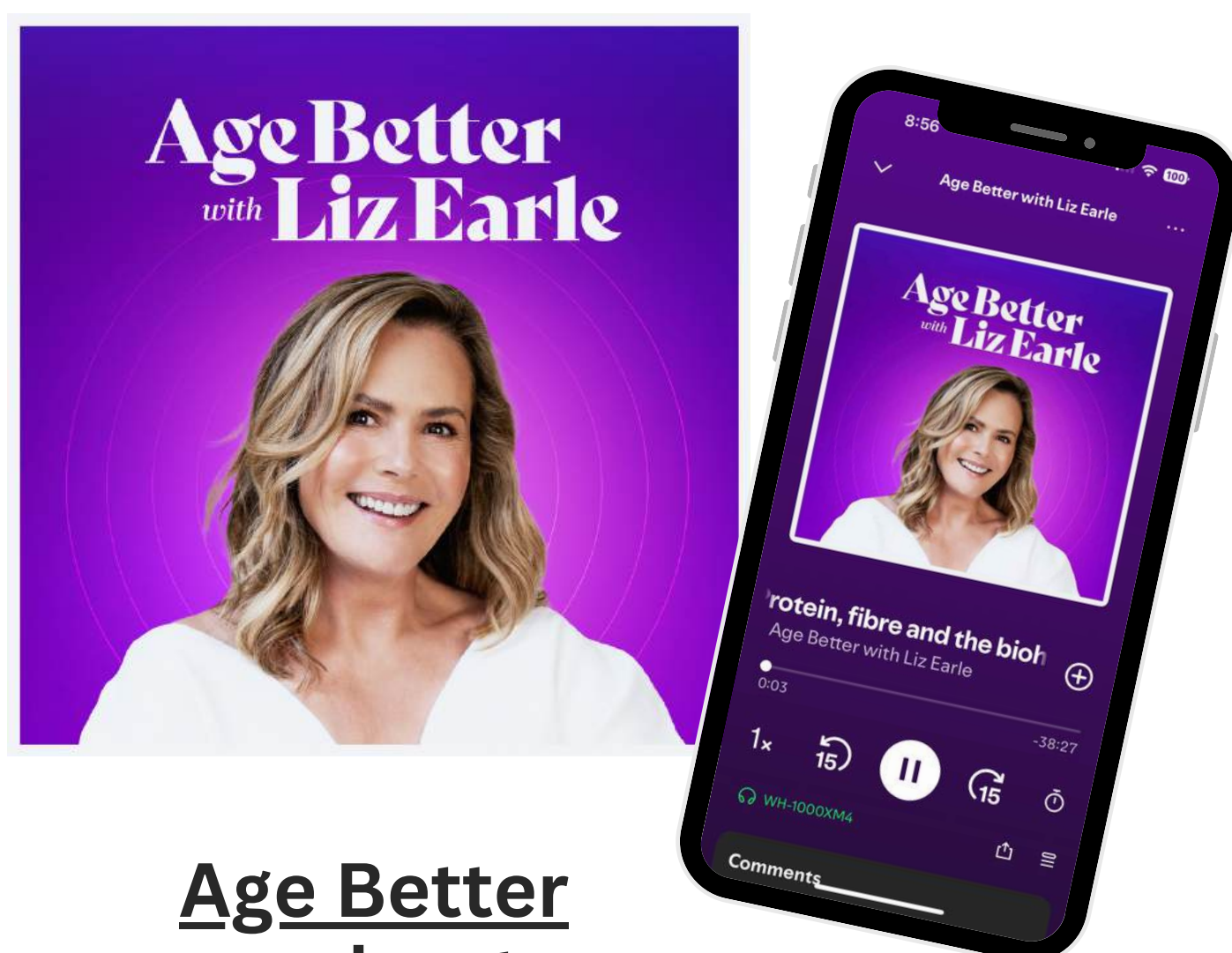
# Helping women *thrive* in later life – starting today

We believe the second half of life can be a woman's most vibrant, fulfilling and empowered chapter yet. Our mission is to change the conversation around ageing and to help women feel informed and inspired to prioritise their wellbeing at every age and stage.

Midlife women come to us for trusted, evidence-based guidance on the small but powerful shifts – in what we eat, how we move, the way we sleep and live – that can transform how we look and feel. Our focus is on extending not just lifespan, but healthspan: those precious years when we want to live well, feel bolder and more confident in our skin than ever before.

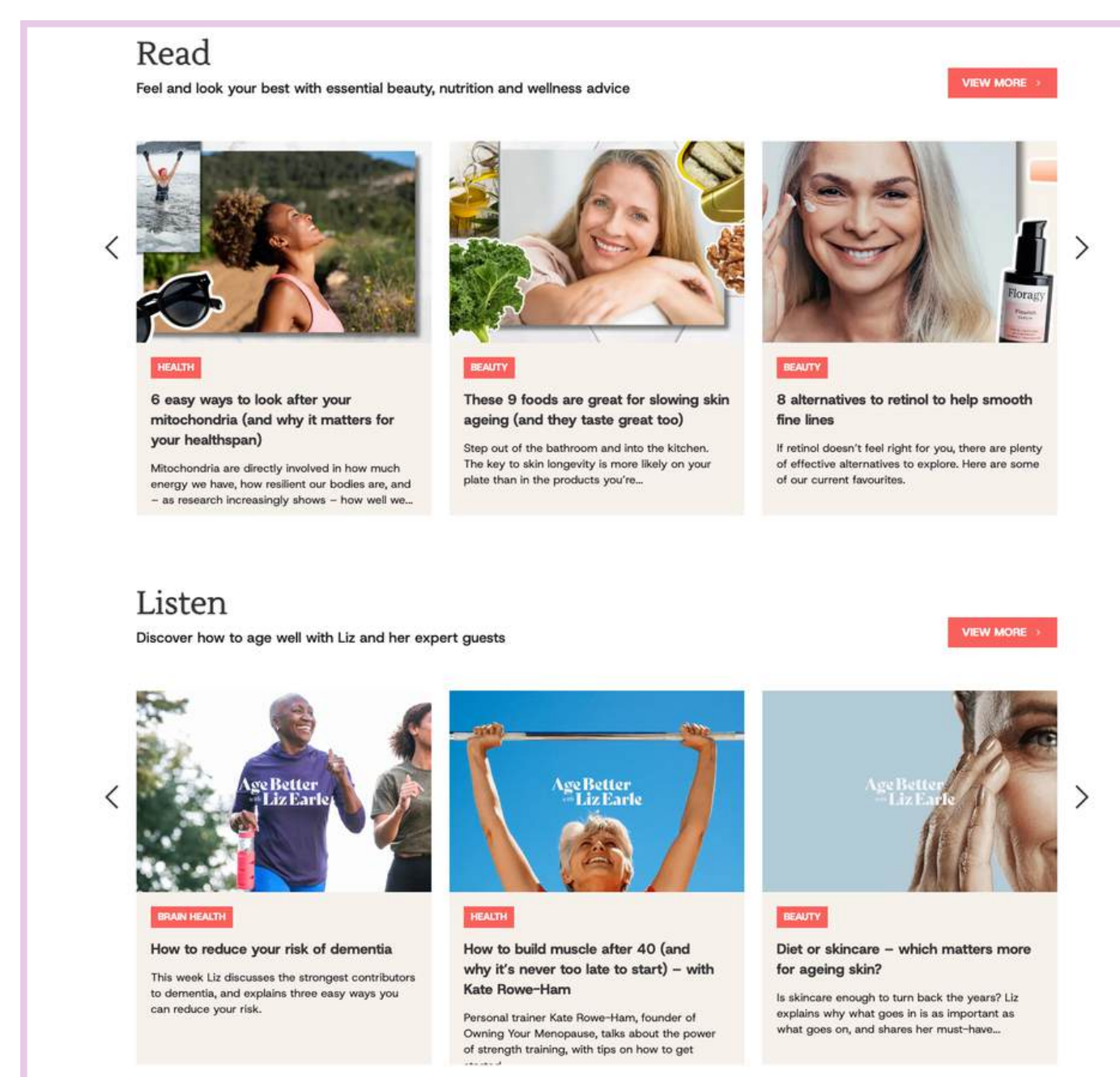
Founded in 2013 by wellbeing expert and bestselling author Liz Earle MBE, Liz Earle Wellbeing began as a limited-edition digital magazine. It has since grown into a trusted lifestyle platform, podcast and community, grounded in Liz's decades of research, writing and advocacy for women's health.

Because decline isn't inevitable. And it's never too early or too late to start ageing better.



Age Better  
podcast

11 million+  
downloads



[lizearlewelling.com](https://lizearlewelling.com)

150k  
monthly  
page views

LIZLOVES  
affiliate  
programme

60+  
active  
partners

11k  
monthly  
page views



[@lizearlewelling](https://www.instagram.com/lizearlewelling)  
[@lizearleme](https://www.instagram.com/lizearleme)  
391k+  
followers



[@lizearlewelling](https://www.facebook.com/lizearlewelling)  
109k  
followers



[@lizearlewelling](https://www.tiktok.com/@lizearlewelling)  
32k+  
followers



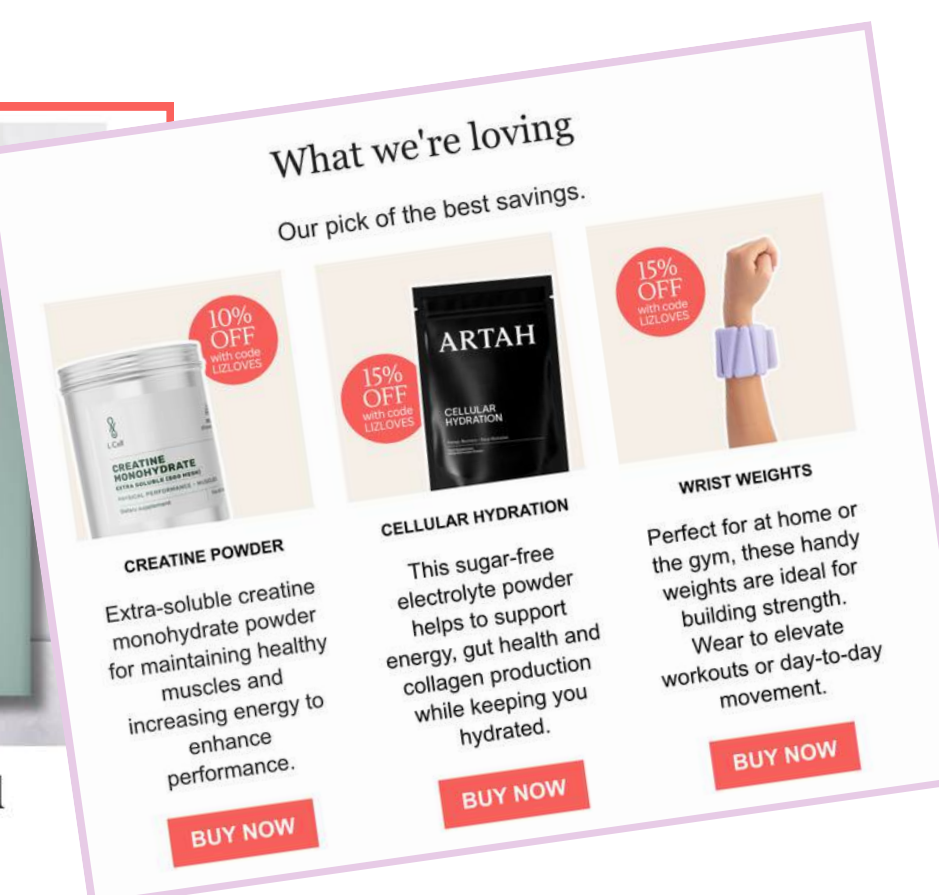
[@lizearlewelling](https://www.youtube.com/@lizearlewelling)  
53k  
followers



Why muscle span is key to ageing well

And how to improve yours...

[READ NOW](#)



Twice-weekly newsletter

41k  
subscribers

56%  
av. open  
rate

# Our audience

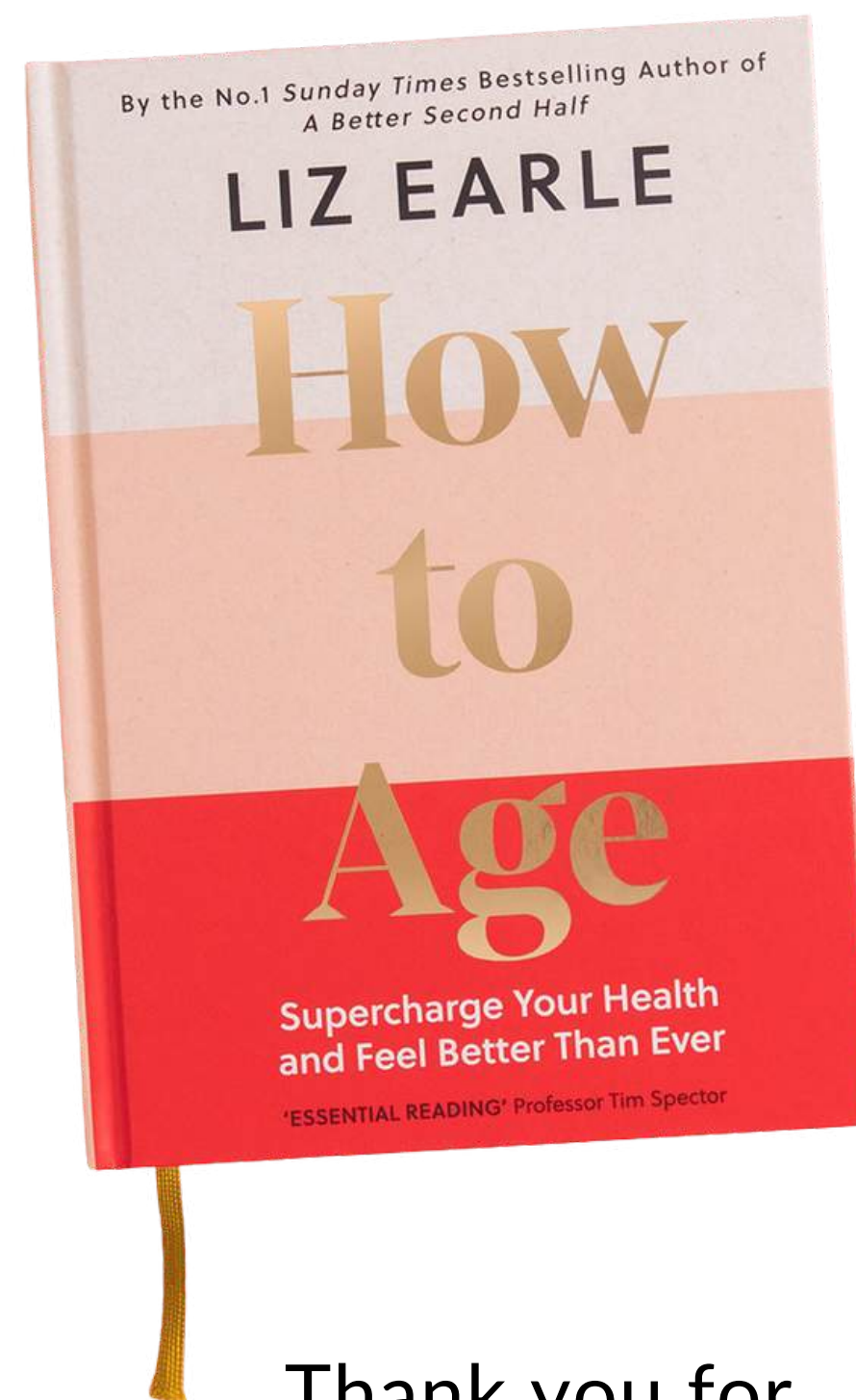
Our audience are highly engaged and loyal. Many have been following Liz's advice for the past 35 years and know the advice and brands recommended can be trusted.



**93%**  
OVER 35

**97%**  
FEMALE

**82%**  
IN THE UK



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



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!

*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**

# Work with us

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

from £6,000

**Sponsored Instagram static feed post**

from £3,000

## NEWSLETTERS

**Newsletter advertorial**

from £2,500

## WEBSITE

**MPU £20 per CPM**

£1000 min spend

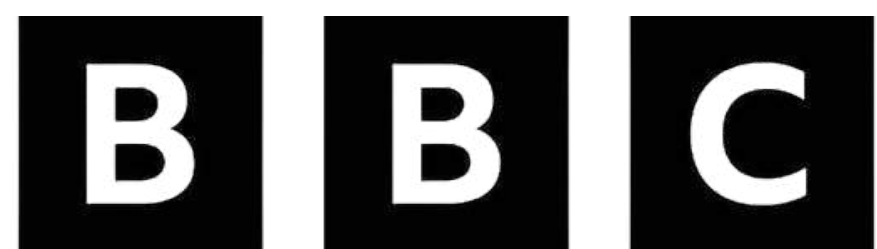
**PODCAST  
ADVERTISING**

from £1200  
per week



# 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

STUDIO | 10

**Jude™**

By Sarah

**Lingo**

**BEAUTY  
PIE**

ANCIENT  
+BRAVE

The  
Naked  
Pharmacy®

**GlycanAge**

# Get in touch

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



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Ellie Smith  
**Head of Brand**

ELLIE@LIZEARLEWELLBEING.COM