

MINDFUL DRINKING

& Moderation IN MIDLIFE

Audience:

Gender



72%
Female



28%
Male

Age



55 - 64

12%

45 - 54

31%

35 - 44

36%

25 - 34

17%

TOP 7% GROWTH

Spotify 2025 'Rising Star' status. Top 7% for shares globally

OVER

150
episodes

DOWNLOADS

2,500+/month |
+340% audience
growth (2025)

GLOBAL LISTENERSHIP

52% UK (&EU)
40% US

What listeners say:

- *Omg I love your podcast!! Just listened to the one on wines. You're brilliant!! I didn't even know there was alcohol free red wine until about a month ago, so your online retailer recommendations are fab!! I'll definitely be sharing your podcasts around*
 - *Kerryn Fields*
- *A brilliant, educational and engaging podcast - a must listen!*
 - *Sophia Sirius*

- *"I'm loving what you're doing, I honestly can't get enough of your podcasts, every time I'm in my car, for the last 2 months, I've had them playing. I'm learning so much!!"*
 - *Maria Easley*
- *"Unfailingly hits the spot! Denise has a real gift for going straight to the stories that are relevant and interesting. I can't think of anyone doing a better job in the 'Low and No space'!"*
 - *Cheerful Chris*

Low No Drinker

THE PODCAST

Why sponsor a podcast?

- Podcast advertising has a 4.9x ROI, surpassing traditional media at 3.7 ([Acast](#))
- 46% of weekly podcast listeners have purchased a product or service as a result of hearing an ad on a podcast (Edison)
- Podcast advertising is 34% more cost-effective in driving brand awareness compared to traditional & social media ([Acast](#))
- Host-read podcast ads drive 71% brand recall vs. 62% for non-host-read ads (Nielsen)



Sponsorship options:

- **Mid-roll:** A circa 60-90 second, dynamic, mid-roll, host-read ad placed in the LND Podcast audio for one (1) month
 - A minimum of four (4) new episodes per month.
 - Dynamic ads are played across the entire episodic back catalogue for the duration of your sponsorship.

Rates depend on the campaign type and duration. The best step is to [book a call on my Calendly](#) and let me know exactly what you'd like me to help you achieve.

