

- Podcast advertising has a 4.9x ROI, surpassing traditional media at 3.7 ([Acast](#))
- 61% of listeners visited a company or product's website after hearing an advertisement on a podcast. A further 61% went on to make a purchasing decision. ([EMarketer](#))
- Podcast advertising is 34% more cost-effective in driving brand awareness compared to traditional & social media ([Acast](#))

LOW NO DRINKER



FOR MINDFUL & SOBER CURIOUS DRINKERS

Low No Drinker: The Podcast

The Podcast

The only twice-weekly podcast that focuses solely on low, no & light drinks, drinkers & drinking.



lownodrinkingmagazine.com



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LOW NO DRINKER HAS REACHED #52 IN THE UK ALTERNATIVE HEALTH CHARTS

The Demographics



73% Female
27 Male



UK 40%
USA 39%



25-34 - 21%
35-44 - 37%
45-54 - 27%



The LND Podcast is in the top 50% of all downloaded podcasts globally.



LinkedIn 3,800 Followers
Instagram 4,500 followers
49k Average monthly reach
6k Average interactions

LISTENER SURVEY:

100% SAY THEY CONSIDER THE LOW NO DRINKER PODCAST TO BE A TRUSTWORTHY SOURCE OF INFORMATION ABOUT THE LOW/NO-&-LIGHT DRINKS INDUSTRY.

80% SAY THEY WOULD BE MORE LIKELY TO TRUST AND TRY A BRAND, PRODUCT OR SERVICE IF IT WAS ENDORSED ON THE LOW NO DRINKER PODCAST.

The Guests



PAUL MATHEW
EVERLEAF



DAMIAN MCKINNEY
DIONILIFE / MASH GANG



AMANDA THOMSON
NOUGHTY



ROB FINK
BIG DROP



BEN BRANSON
SEEDLIP / SEASN / SYLVA



TO PARTNER WITH THE LOW NO DRINKER PODCAST, EMAIL [DENISE@LOWNODRINKERMAGAZINE.COM](mailto:denise@lownodrinkingmagazine.com) OR DOWNLOAD THE MEDIA KIT FROM [LOWNODRINKERMAGAZINE.COM](http://lownodrinkingmagazine.com)