

5 MINUTES TO CHANGE YOUR LIFE

WITH JOANNE MALLON

Media Kit

ABOUT THE PODCAST

5 Minutes to Change Your Life is a wellbeing podcast hosted by author and coach Joanne Mallon. Each episode lasts around 5 minutes and contains an effective, quick and easy tip to change the listener's life for the better.

PODCAST STATS

- Launched January 2022
- 300+ episodes to date
- 200,000 downloads to date
- New episodes every week
- Listeners in 130+ countries
- Top 5 self improvement podcasts in UK
- Top 3 education podcasts in Ireland



ABOUT THE HOST

Host Joanne Mallon is one of the UK's most experienced life and career coaches. She's the author of several books including **Change Your Life in 5 Minutes a Day** and **How to Find Calm in 5 Minutes a Day**.



WHAT THE PRESS SAY

"A brilliant way to make changes one step at a time."

Woman magazine (recommended as one of its 'riveting podcasts to enjoy during me-time'.)

"A great way to make changes."

Woman's Weekly magazine

"Useful bite-sized episodes"

Woman and Home magazine

WHO'S LISTENING?

Listeners to **5 Minutes to Change Your Life** are:

- 74% UK, 26% worldwide (top countries are USA, Ireland, Canada and Australia)
- 85% are female
- 72% aged 35 or over
- 73% listen via Apple Podcasts
- 12% listen via Spotify (800+ Spotify followers)



GUESTS

Expert guests are invited to share a short, empowering tip with listeners.

Previous guests include:

- Rachel Lawrence (YouTube's The Girl With the Pilates Mat) on how to have better posture
- Dr Michael Gerharz on how to communicate more clearly
- Tamika Thomas on transforming your life through gratitude

SPONSORSHIP OPPORTUNITIES

- Book reviews
- Advertising
- Sponsor an episode
- Sponsor a series, such as Seven Days of Self Care

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