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 December 2021
- 150+ episodes to date
- 75,000 downloads to date
- New episodes twice a 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 Joy 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:

- 72% UK, 30% worldwide (top countries are USA, Ireland, Canada and Australia)
- 81% are female
- 72% aged 35 or over
- 71% listen via Apple Podcasts
- 12% listen via Spotify (400+ 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