

- 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: The Podcast

## The Podcast

Low No Drinker is the companion podcast to Low No Drinker Magazine, the no.1 UK magazine for mindful & sober curious drinkers.


The Low No Drinker Podcast is the place to go to get closer to the people behind the brands leading a new way of drinking.

In every episode, editor and host Denise Hamilton-Mace talks to brand founders and industry experts and shares her own musings on the emerging world of low/no-&-light-alcohol drinks.

 [lownodrinker.com](http://lownodrinker.com)

 [@lownodrinker](https://www.instagram.com/lownodrinker)

 [search: Low No Drinker Podcast](#)

 [linkedin.com/company/low-no-drinker-magazine](https://www.linkedin.com/company/low-no-drinker-magazine)

 [youtube.com/@lownodrinker](https://www.youtube.com/@lownodrinker)

 [pinterest.co.uk/lownodrinker](https://www.pinterest.co.uk/lownodrinker)

Linktree\* [linktr.ee/lownodrinker](https://linktr.ee/lownodrinker)

IN 2024, DOWNLOADS OF THE LOW NO DRINKER PODCAST GREW BY 28X

## The Demographics



73% Female  
27 Male



UK 60%  
USA 28%



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



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



LinkedIn 2,400 Followers  
Instagram 4,100 followers  
49k Average monthly reach  
3k Average interactions

100% of listeners surveyed say they consider 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/try a brand or service if it was endorsed on the Low No Drinker Podcast.

## The Guests



**PAUL MATHEW**  
**EVERLEAF**



**DAVID BEGG**  
**REAL**



**POOJA SHARMA-JONES**  
**MOCKTAILS**



**ROB FINK**  
**BIG DROP**



**JOYCE & RAISSA DE HAAS**  
**DOUBLE DUTCH**

