

- 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.

 lownodrinkermagazine.com

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

 [search: Low No Drinker Podcast](#)

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

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

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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



TO PARTNER WITH LOW NO DRINKER MEDIA AND PROMOTE YOUR BRAND ON THE LOW NO DRINKER PODCAST, PLEASE EMAIL [DENISE@LOWNODRINKERMAGAZINE.COM](mailto:denise@lownodrinkermagazine.com) OR DOWNLOAD THE MEDIA KIT FROM LOWNODRINKERMAGAZINE.COM