



The Honest, Hilarious Podcast for Women Over 40

Launching 30 October 2025  
in Collaboration with Wellbeing Magazine

**WELLBEING**



## About the Podcast

Well, That's Awkward is where real life meets midlife — a one-take, no-filter podcast hosted by broadcaster Susan Osman and Wellbeing Magazine's founder Rachel Branson.

Recorded on the sofa, mocktails in hand, the show dives into all the subjects women over 40 whisper about but rarely say out loud — from menopause and medical spas to relationships, waxing menus and wellness mishaps.

It's witty, unfiltered and refreshingly relatable — a podcast that reminds listeners they're not alone in life's awkward, hilarious moments.



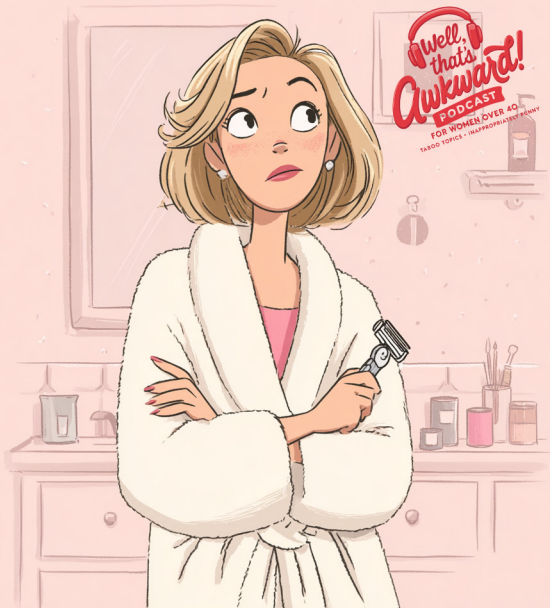
## The Hosts

**Susan Osman** — Broadcaster, journalist, radio host and screenwriter known for her sharp wit and smart conversation.

**Rachel Branson** — Founder & Editor-in-Chief of Wellbeing Magazine, a leading lifestyle and wellness publication with reach across Apple News and MSN.

They met on a meditation retreat, bonded over yoga shaking and gibberish, and haven't stopped laughing since.





## The Audience

Women 40–65 (and men who want to know what women whisper about behind closed doors!)

Curious, intelligent, health-conscious and fun-loving

High disposable income, wellness-minded, lifestyle buyers

Seeking authenticity, laughter and balance — not perfection

Your brand will be introduced to an engaged community who value wellbeing, humour and honest conversation.

## Our Media Reach

### Podcast Platforms -

Apple, Spotify, Sound Cloud

WellbeingMagazine.com -

DA32 website, global traffic

### Apple News & MSN Wellbeing Channels -

Branded podcast features + editorial mentions

### Social -

Instagram, Facebook, LinkedIn @Wellbeing.Magazine + @Well-That'sAwkwardPodcast

### Email-

Wellbeing Magazine newsletter subscribers (opt-in health & lifestyle readers)

## Sponsorship Opportunities

### Disclaimer:

This podcast was recorded under the influence of good humour, questionable wisdom, and entirely alcohol-free beverages. Proceed with laughter.

### Exclusive Mocktail Partner

The Official Mocktail of Well, That's Awkward

Category exclusivity — only one featured beverage partner per season

Brand mention in every episode intro/outro

Product placement in visuals (mocktails on set)

Logo + backlink on [WellbeingMagazine.com/podcast](https://www.wellbeingmagazine.com/podcast)

Tag in all podcast promo posts (Instagram, Apple News & MSN articles)

**Investment: £2,400 (6-episode season)**



### Episode Partner

Branded mention in 1 episode (pre-roll + post-roll)

Logo inclusion on episode artwork/social post

Brand link on episode show notes page

Social amplification across @Wellbeing.Magazine + @Well-That'sAwkwardPodcast

**Investment: £500 per episode**

### Cross-Platform Partner - 6 months

Podcast sponsorship + editorial feature on [WellbeingMagazine.com](https://www.wellbeingmagazine.com) & in print

Article syndicated to Apple News + MSN

Social amplification across @Wellbeing.Magazine + @Well-That'sAwkwardPodcast

**Investment: £1,500 per month**





## Why Partner with us?

Because this is midlife, unfiltered — and your brand deserves to be part of the conversation.

We offer humour, honesty, and a trusted wellbeing audience — the perfect mix for brands that want to be seen as authentic, aspirational and refreshingly real.

## Get in Touch

To discuss partnership opportunities, contact:  
[rachel.branson@wellbeingmagazine.com](mailto:rachel.branson@wellbeingmagazine.com)

Let's raise a mocktail to honesty, laughter, and great partnerships.

“Because real women, real conversations — that’s where the magic (and marketing) happens.”

Powered by mocktails. No filter, no hangover.