

FOR PR AGENCIES & BRANDS

Commercial Media Partnerships 2027

Stories with substance.
Partnerships with purpose.

20 YEARS OF PUBLISHING HERITAGE / FOUNDED 2006

01 / THE PRINCIPLE

Independent by nature. Collaborative by design.

“We don’t charge brands to be newsworthy. We charge when brands want us to work for them.”

Editorial consideration

Always free. Always independent.

Pitch a story, founder, product or destination for our editorial team to consider. Coverage, timing and format are never guaranteed.

Commissioned media

Paid creative and publishing work.

For dedicated content, interviews, Rachel’s time or attendance, testing, travel, social/video, a publication window or agreed deliverables.

PAYMENT COMMISSIONS THE WORK

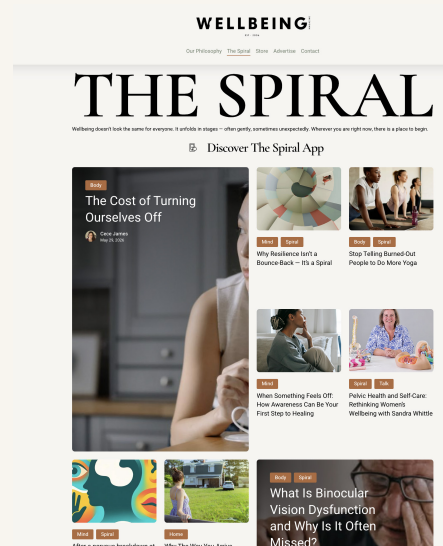
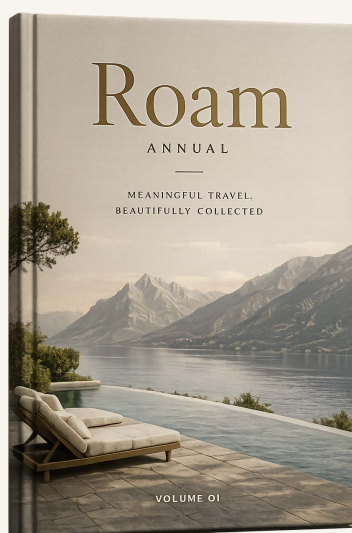
It never buys a positive review. Final editorial control stays with Wellbeing and Roam. Our voice, honest assessment and responsibility to readers remain intact.

Commercial partnerships are clearly identified as such. All projects are subject to editorial suitability and an agreed brief.

02 / WHY PARTNER WITH US

A publishing home for meaningful stories.

Founded in 2006, Wellbeing brings 20 years of publishing heritage to stories about living well. Roam extends that curiosity into travel, places and experiences.



Print + digital

Wellbeing's magazine and digital publishing, alongside Roam's travel perspective.

Editorial craft

Human stories, thoughtful interviews and first-person experience, shaped for readers.

Social + video

Extend a story through selected social and video formats agreed in the brief.

DISCOVERY BEYOND PUBLICATION

Search-aware storytelling supports SEO and ongoing discoverability. Content may be eligible for Apple News/MSN distribution where appropriate; placement, reach and search rankings are not guaranteed.

03 / PRODUCTS

From product to experience.

For brands with something worth exploring.



Product Spotlight

from £295

A focused introduction to a product, its purpose and its place in a wellbeing routine.

Tried & Tested

from £595

Dedicated testing and an honest, experience-led assessment. Time and depth reflect the product and agreed brief.

Product Experience

from £1,250

A richer product & brand story with hands-on experience and scope for agreed editorial, social or video content.

SAMPLES ARE FOR CONSIDERATION

Sending a product does not secure coverage or a favourable review. If you need dedicated work or a defined publication window, choose a commissioned partnership. Sample details: page 7.

04 / PEOPLE & PURPOSE

The person behind the brand.

Founder Story

£995

An interview-led story exploring the founder's journey, motivation and the idea behind the business.

Founder Story Spotlight

£1,250

Build on the core founder narrative with a broader story and supporting content tailored to the agreed brief.

Founder Media

from £2,500

A deeper thought-leadership partnership, connecting the founder's experience and perspective with relevant reader interests.

Each tier offers a different level of commissioned work. Interview format, content volume, channels and timing are confirmed in advance; additional social or video is scoped explicitly.

A more accessible route for founders and agencies: [stori.life](#)

05 / TRAVEL & LIVE MOMENTS

Go deeper. Tell a richer story.

Event/Launch Coverage

from £750 + expenses

Attendance and a story shaped around the launch, people or experience.

Wellbeing Experience

from £1,250 + hosted stay/travel

A first-person exploration of a stay, retreat or wellbeing experience.

Roam Storytelling Campaign

from £2,500

A connected story across agreed editorial, social or video formats.

Destination Partnership

from £5,000

A broader destination narrative, with multiple angles and a tailored scope.

Commissioned travel: partnership fee plus hosted stay/travel and reasonable necessary expenses. Costs and deliverables agreed separately before booking.



06 / BUILD THE RIGHT BRIEF

A partnership shaped around your story.

Bespoke Media Partnership

from £2,500

A tailored combination of storytelling, interviews, experiences and agreed channels.

What we agree together

The story and objective. The audience. Rachel's involvement. Content formats and volume. Publishing channels. Social/video. Timing, access, usage rights and budget.

Product samples

Samples are for editorial consideration only, with no commitment to coverage, timing or a positive assessment.

Wellbeing Magazine
12 Broomfield,
Bells Yew Green
Tunbridge Wells
Kent TN3 9AF

Hosted travel

A hosted stay or trip enables editorial work; it is not payment for content and does not secure deliverables. For commissioned travel, the host covers the stay/travel and reasonable necessary expenses alongside the partnership fee.

07 / LET'S TALK

Find your route. Start a conversation.

Rachel Branson / Editor-in-Chiefrachel.branson@wellbeingmagazine.com

Send your story, objectives, timings and available budget. For independent editorial consideration, send your pitch without any expectation of coverage.

Limited-budget founders & agenciesstori.life

Expert contributors / Wellbeing Circlewellbeingcircle.app

Reseller, guest post & link insertion enquirieshaywoodmedia.ltd

Straight Roam advertising[Request the separate advertising media kit](#)

COMMERCIAL TERMS

Scope, deliverables, channels and timing are agreed in advance. Final editorial control remains with Wellbeing/Roam; factual corrections are permitted. Reproduction, paid-ad usage, whitelisting and republishing may require separate licensing.

Smaller projects are paid before work starts. Larger projects may be 50% on booking and 50% before publication. Travel expenses are agreed separately.

wellbeingmagazine.com | roam.uno

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