

HIP & HEALTHY



THE *stylish* GUIDE TO *living* WELL

BRAND PARTNERSHIPS MEDIA PACK

Hip & Healthy sits at the intersection of lifestyle and wellness, reflecting how our audience lives today.

Wellness is not a standalone category, but part of a broader lifestyle spanning beauty, fashion, travel, food, home and everyday wellbeing.

With 100k engaged newsletter subscribers, Hip & Healthy offers a premium editorial platform where brand partners are seamlessly integrated into content that feels authentic, aspirational and genuinely useful.

Our approach combines the depth and curation of a modern magazine with the performance and longevity of digital publishing. Through SEO and GEO-optimised editorial, brands benefit from meaningful visibility that extends far beyond launch.

A key point of difference is our Editorial List format, allowing partners to appear naturally across ongoing lifestyle features and seasonal edits throughout the year, creating consistent and trusted visibility within the Hip & Healthy world.

All partnerships are created and executed by our editorial team to ensure every integration feels considered, elevated and aligned with the wider content experience.

WHY PARTNER WITH US

Editorial First

Every partnership is created by our editorial team and thoughtfully integrated into premium lifestyle content designed to inspire, inform and engage.

Audience Trust Drives Results

Our audience actively engages with curated recommendations, resulting in stronger attention, high-intent clicks and meaningful brand connection.

Integrated, Not Inserted

Brands are embedded naturally within storytelling across editorial features, seasonal edits and high-performing evergreen content, creating long-term relevance and visibility.

Built for Longevity

All content is designed to remain discoverable over time, driving continued traffic, engagement and visibility well beyond publication.

Modern Magazine Meets Digital Performance

We combine elevated editorial with SEO and GEO-driven strategy, delivering both immediate reach and ongoing discovery across search and social platforms.

AUDIENCE SNAPSHOT

100+k

NEWSLETTER SUBSCRIBERS

40%

NEWSLETTER OPEN RATE

10%

NEWSLETTER CTR

75k

INSTAGRAM AUDIENCE

220k–350k

AVERAGE ARTICLE IMPRESSIONS

2.5k

AVERAGE CLICKS PER ARTICLE

15k-60k page views

AVERAGE ARTICLE PERFORMANCE

ABC1 Women, 25–55

DEMOGRAPHIC

*Wellness, beauty, travel,
fashion, lifestyle, family*

AVERAGE ARTICLE PERFORMANCE

SELECTED BRAND PARTNERS

Beauty & Skincare

Clarins, Elemis, 111Skin, Beauty Pie, FOREO, Wildsmith Skin, Dr Hauschka, L'Occitane, Decléor, The Organic Pharmacy, Oskia, Gaia Skincare, KMS

Lifestyle & Hospitality

AMEX, Canary Wharf, Eccleston Yards, Bloomberg Arcade, Visit Bath, Goodwood, Meliá Hotels, Austria Tourism, Gran Canaria Tourism

Fitness & Wellbeing

Heartcore, Elvie, CurrentBody, Bon Charge, Silver Linings, Forest Spa

Wellness & Supplements

Correxiko, GP Nutrition, AG1, Wild Nutrition, Symprove, BetterYou, Lumity, Doctor Seaweed, Thriva, Hertility, Hifas da Terra, Phizz, The Nue Co

Food & Beverage

Phizz, Rude Health, TRIP, Ocean Spray, California Walnuts, Remedy Kombucha, Merchant Gourmet, Lizi's Granola, Seafood from Alaska

Fashion & Styly

Liberty, ArteOf, Net-a-Porter, Very.co.uk, Nike, Mountain Air

CHANNELS
AND *formats*

EDITORIAL

Daily lifestyle features, seasonal edits, interviews and shoppable guides designed for long-term discovery through SEO and GEO optimisation.

AVERAGE PERFORMANCE:

15k + to 60k

INITIAL PAGE VIEWS

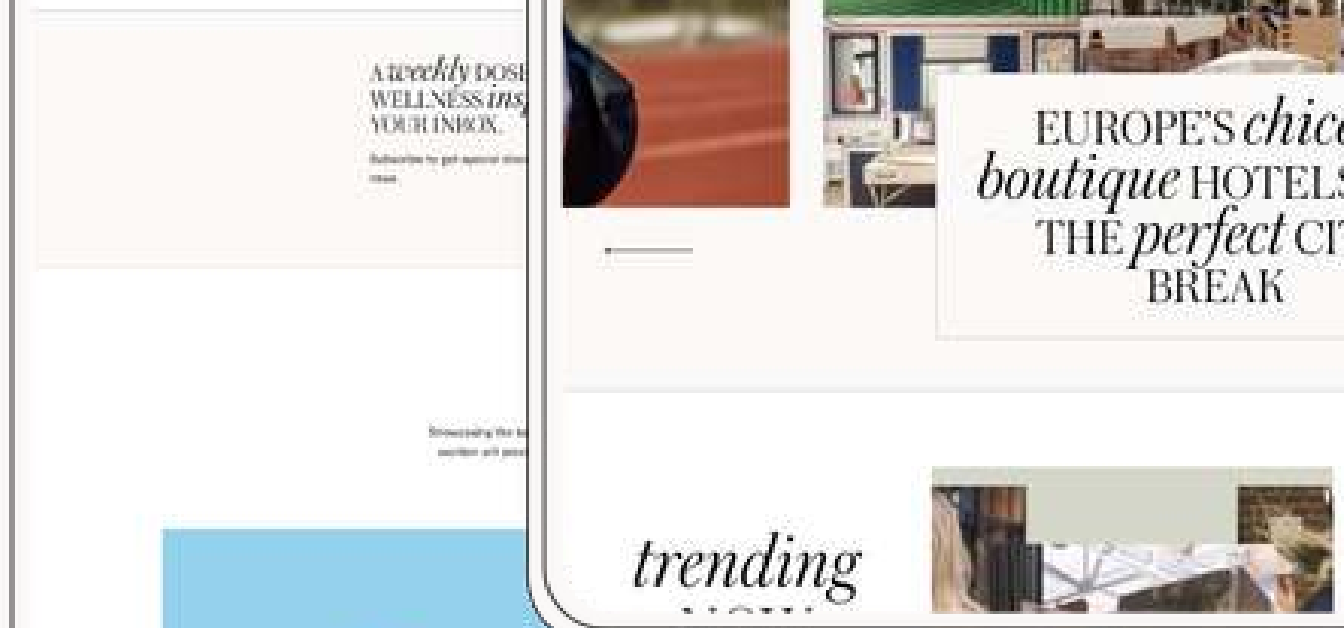
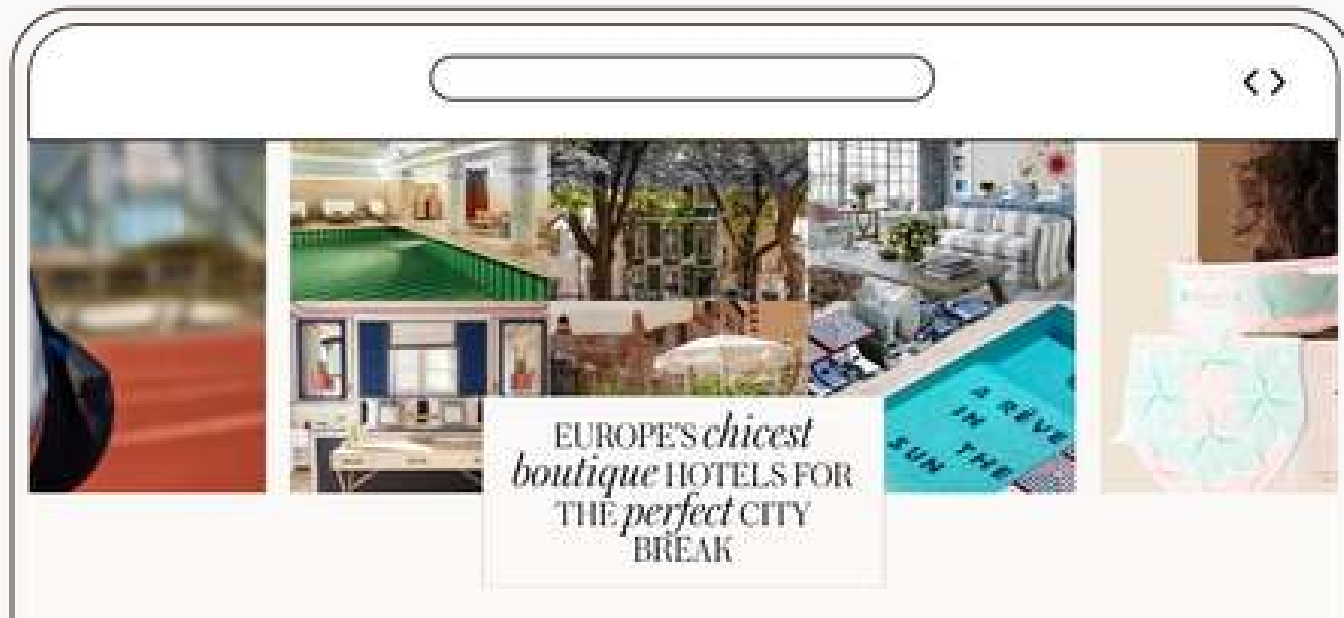
VIEWS PER FEATURE

220k

IMPRESSIONS

2.5k+

CLICKS



NEWSLETTER

A highly engaged 100K+ subscriber community reached through curated weekly newsletters, dedicated brand sends and premium editorial placements.

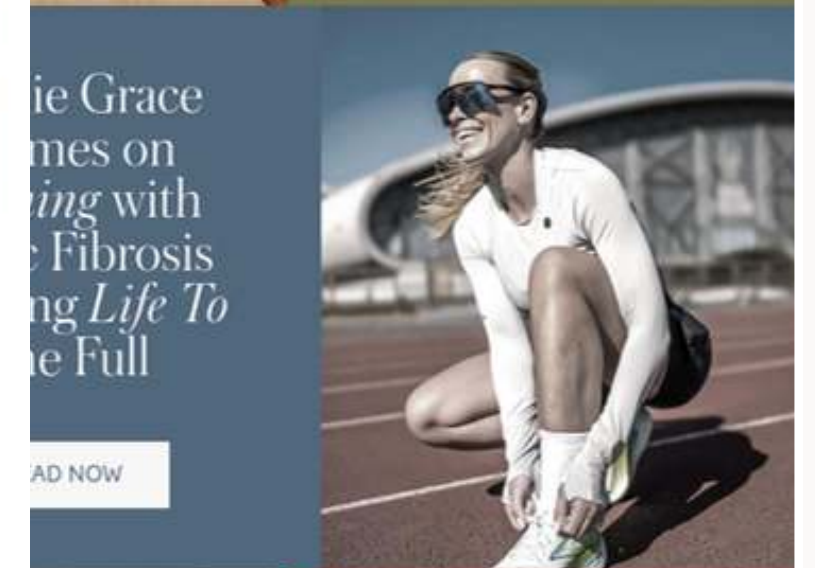
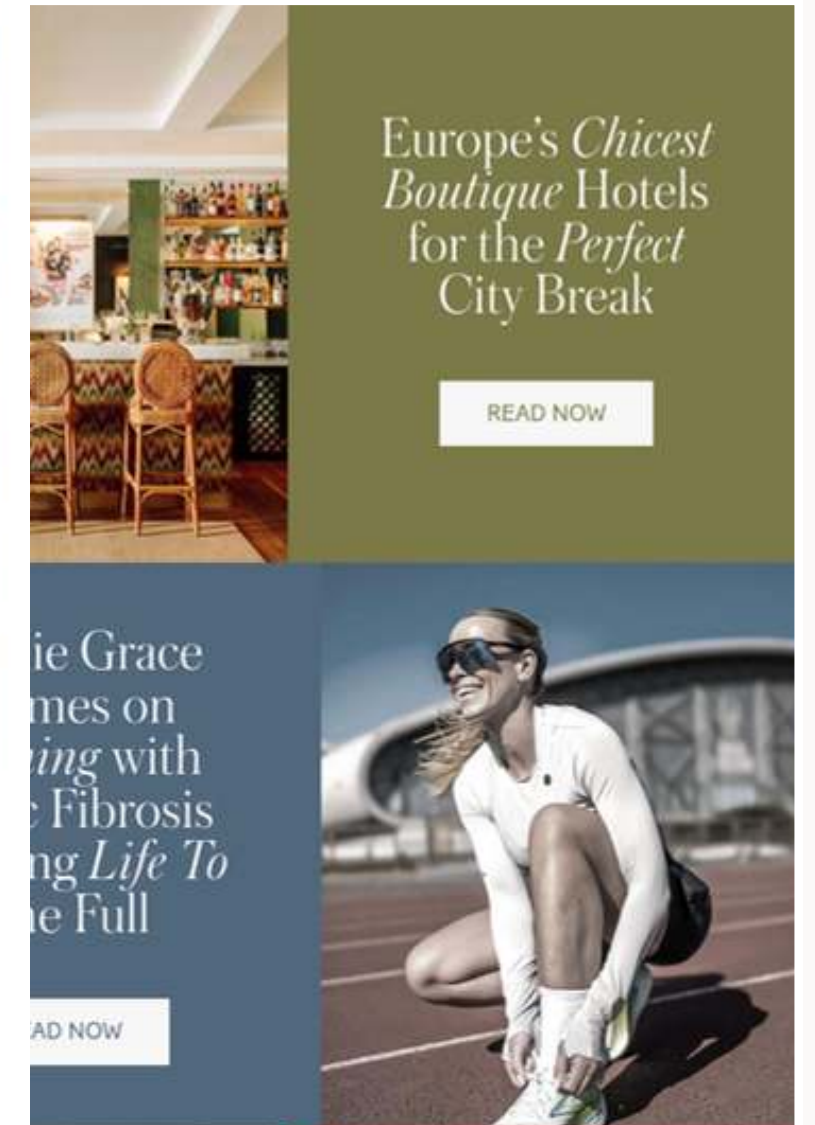
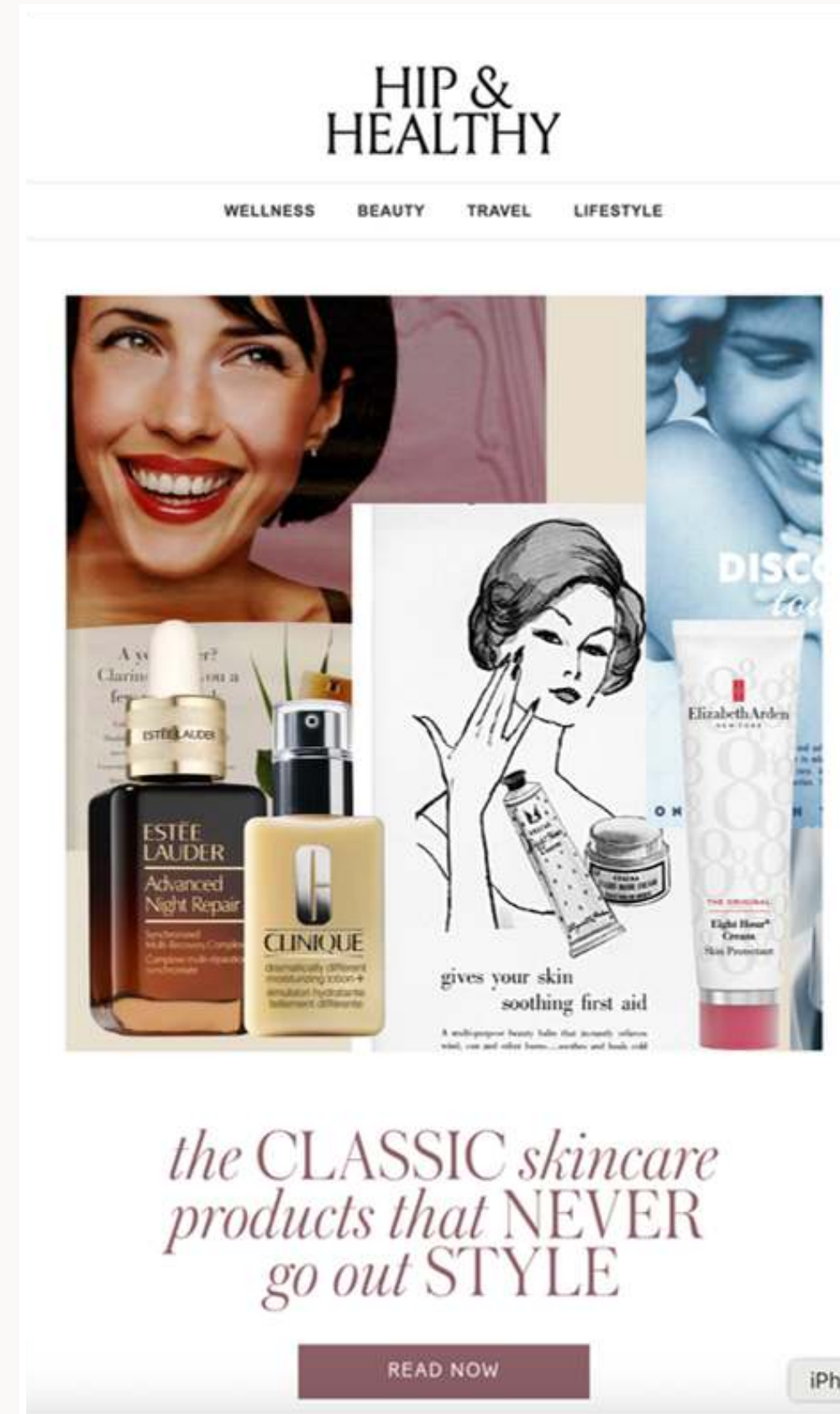
AVERAGE PERFORMANCE:

40%

OPEN RATE

10%+

CLICK THROUGH RATE



COMPETITIONS & SAMPLING

Curated giveaways and sampling campaigns designed to drive engagement, product trial and audience data capture across editorial, newsletter and social.

AVERAGE PERFORMANCE:

8k-20k+

OPT-INS



SOCIAL MEDIA

A curated Instagram presence across feed, reels and stories delivering aspirational, lifestyle-led content designed for engagement and shareability.

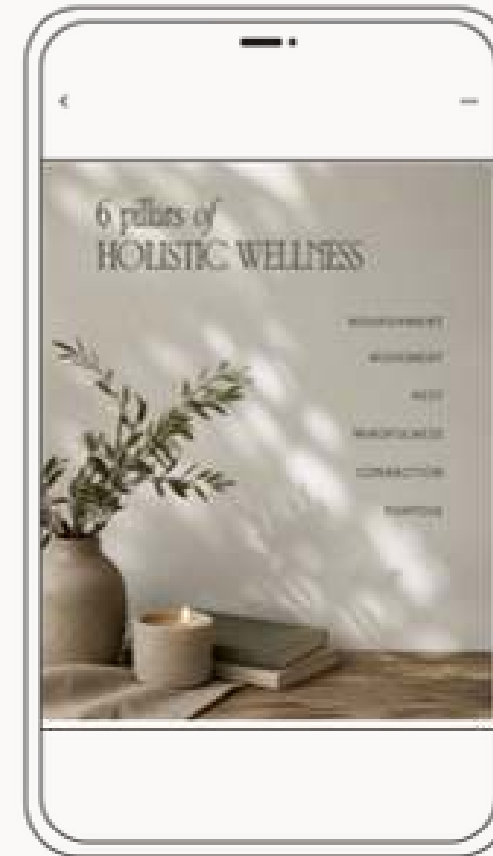
AUDIENCE

75k

FOLLOWERS

PODCAST

Multi-format editorial storytelling across audio, video, written features and social cutdowns, allowing brands to integrate naturally across every touchpoint.

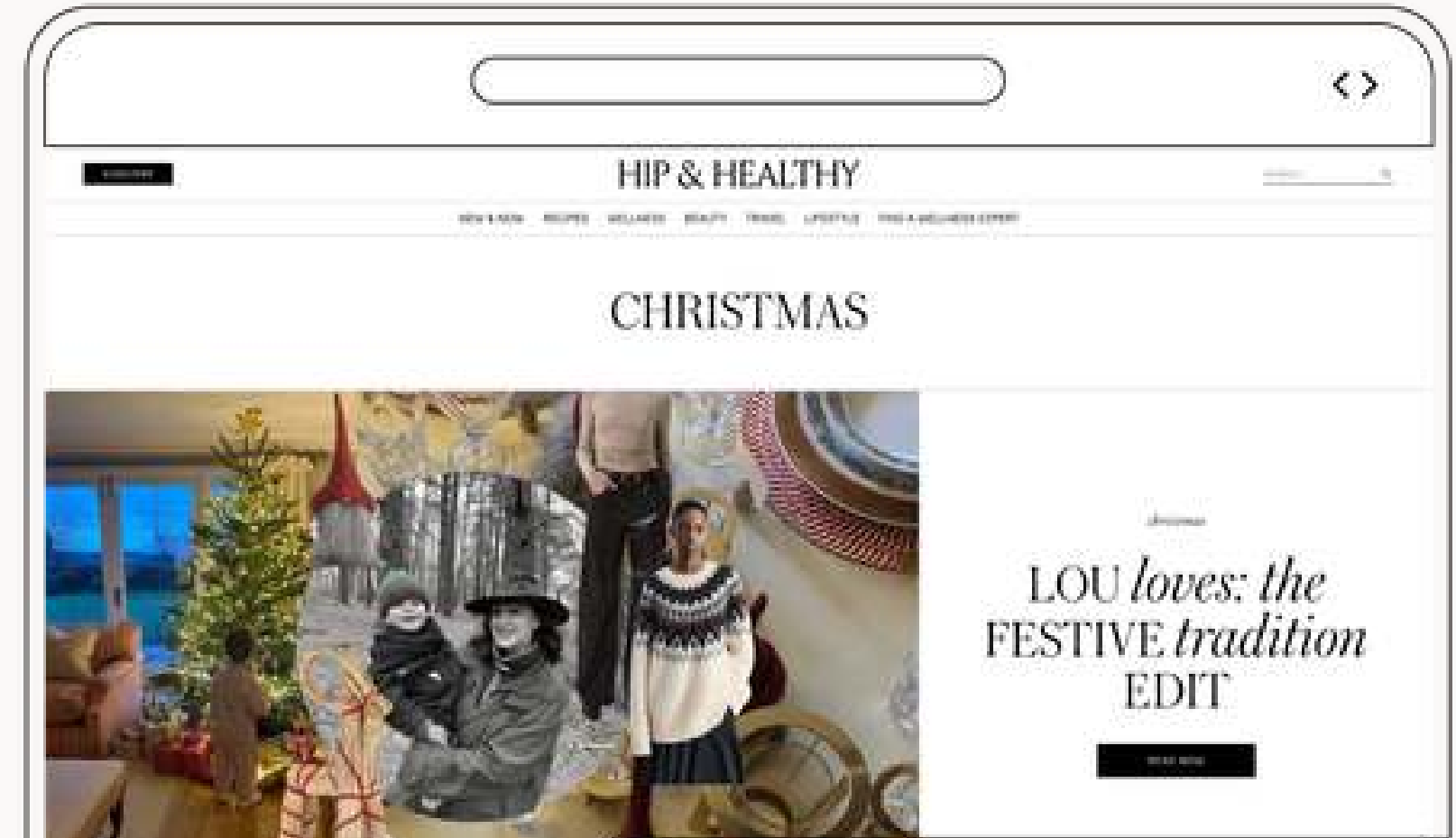


KEY SEASONAL MOMENT EXAMPLES

JANUARY	<i>Back To Wellness / Wellness Awards</i>
FEBRUARY	<i>Self Love / Valentine's</i>
MARCH	<i>Mother's Day / Sleep Week / Hydration Edit</i>
APRIL	<i>Beauty Edit / De-Stress Edit</i>
SUMMER	<i>Travel and Summer Series</i>
SEPTEMBER	<i>The Reset Edit</i>
OCTOBER-DECEMBER	<i>Festive & Gift Guides</i>

EVENTS & EXPERIENCES

Wellness rituals, masterclasses and lifestyle-led activations designed to create meaningful real-world engagement and lasting brand connection.



At Hip & Healthy, we create thoughtfully curated partnerships that integrate brands naturally into the lifestyle our audience trusts and engages with.

To discuss bespoke opportunities across editorial, social, podcast and experiential campaigns:

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