THE MOVE BETTER PODCAST

Move Better. Feel Better. Perform Better.

SPONSORSHIP MEDIA KIT

NOVEMBER 2026

Reach people who want to stay capable for life.

A weekly health and fitness podcast with 34 episodes exploring movement, strength, recovery and longevity — practical advice for everyday life.

AUDIENCE AT A GLANCE

384
Avg. combined per episode
Audio + full-length YouTube

2,968
Audio plays / downloads
90 days • +26.1%

1,321
Estimated audio audience
90-day period

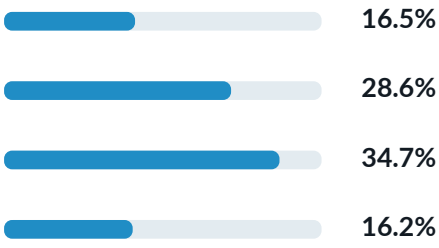
WHO YOU REACH / SPOTIFY LISTENERS

79.5%
aged 35+

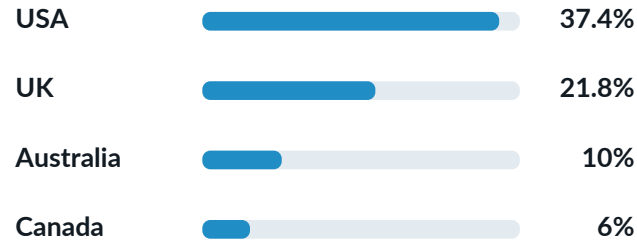
75.6%
male listeners

63.3%
aged 35–59

AGE PROFILE / SPOTIFY



TOP MARKETS / AUDIO



Selected categories only. Bar scale: 0–40%.

THE HOST

Mark Broadbent

Personal trainer and movement specialist since 2004. Founder of MoveBetter.Club, with over 20 years of experience helping people build practical strength, mobility and sustainable fitness habits.

Sources: Spotify for Creators audio analytics, 21 Aug–18 Nov 2026; Spotify listener demographics and audio geography, 18 Nov 2026. Episode average: lifetime totals for episodes 26–33 as at 20 Nov 2026 (892 audio + 2,180 YouTube views, divided by eight). Combined counts are not unique people; excludes Shorts and social reach.



PARTNER WITH MOVE BETTER

More than a podcast ad.

Connect with a focused health and fitness audience through expert-led content, practical demonstrations and relevant recommendations across the Move Better platform.

PARTNERSHIP OPTIONS

01 Podcast sponsorship

Host-read ads, episode sponsorship and multi-episode campaigns.

02 Video & product integrations

YouTube demonstrations, product reviews and educational features.

03 Social & community

Sponsored short-form content and relevant community campaigns.

04 Long-term partnerships

Brand ambassador packages, gear-page placements and paid campaigns with affiliate incentives.

IDEAL BRAND PARTNERS

Fitness equipment • Barefoot footwear • Nutrition and supplements • Sleep and recovery • Health technology • Outdoor and active living • Longevity and wellness

SELECTED PAST PODCAST GUESTS

Dan John / Eric Goodman / Ryan Hurst / Perry Nickelston / Tom Morrison / Geoff Neupert

Available on Apple Podcasts, Spotify and YouTube, with additional distribution via Facebook, Instagram, LinkedIn and MoveBetter.Club.

Let’s build a partnership.

Paid trial campaigns and bespoke multi-channel packages available. Rates and deliverables agreed to suit your goals; all partnerships subject to brand fit and clear disclosure.

Mark@MoveBetter.Club movebetter.club YouTube channel