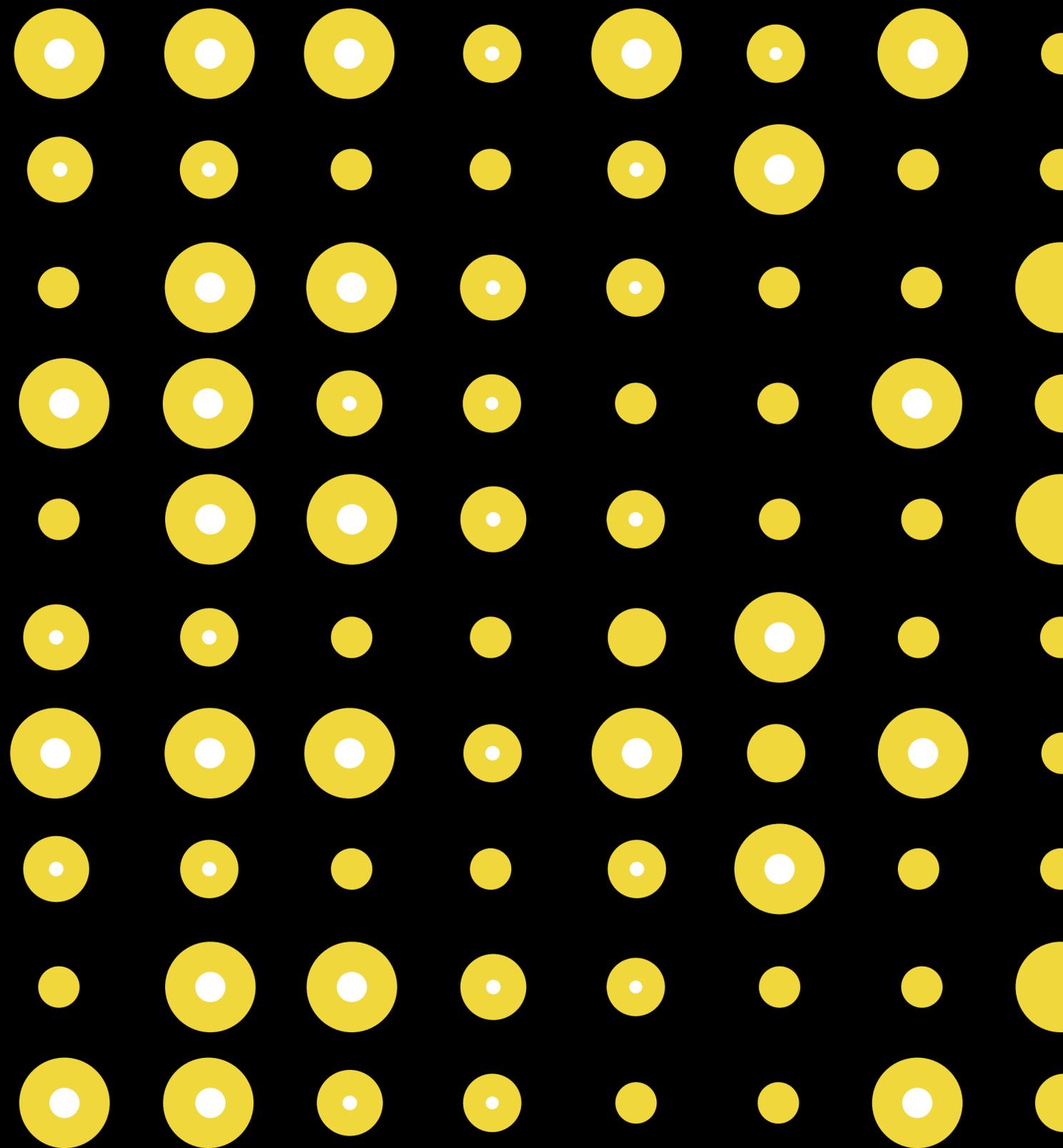


Serious about Wellness

Unlock the power of purpose-driven podcasting

SiriusXM
Media

SOUNDSPROFITABLE

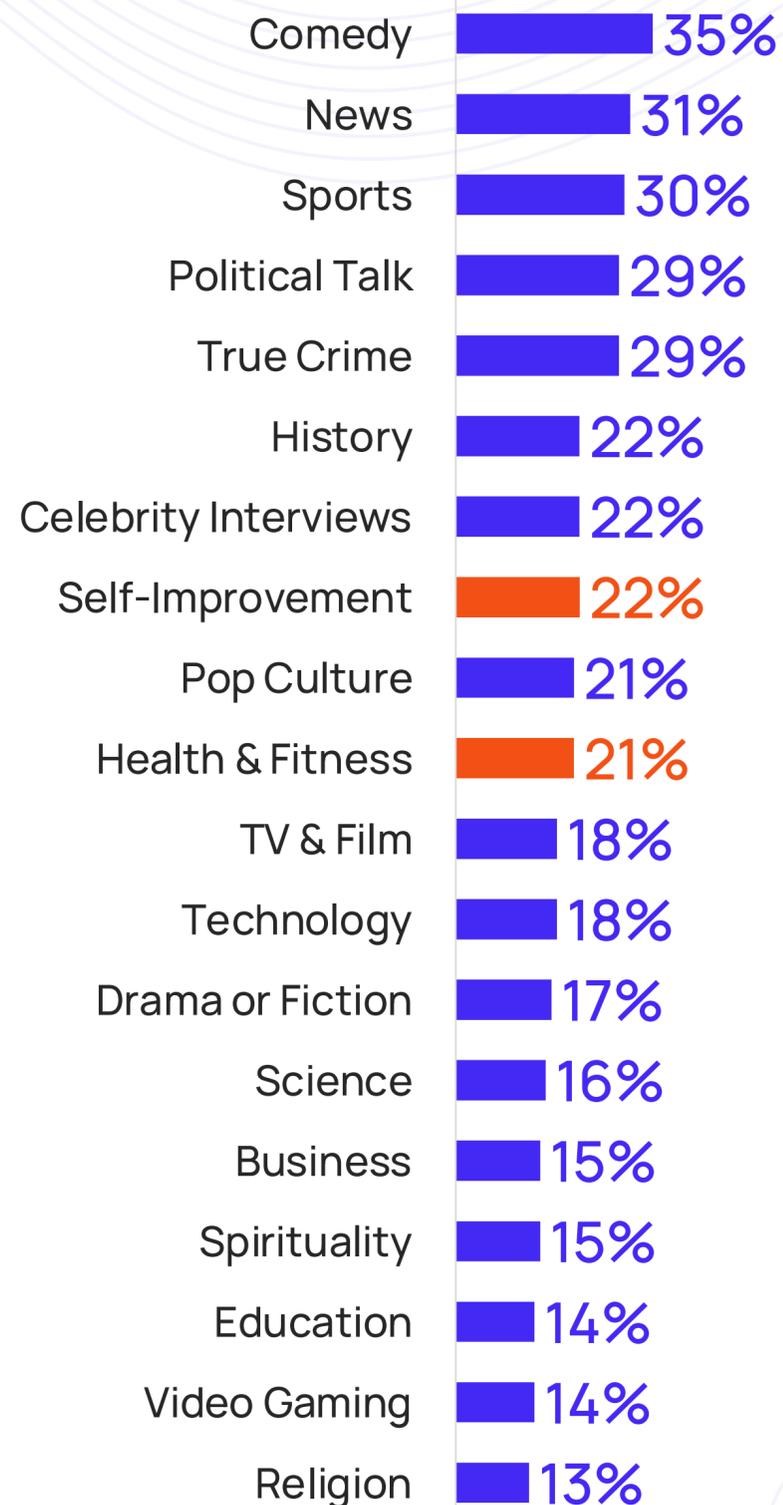


SOUNDS PROFITABLE

Which of the following podcast genres have you consumed in the last 30 days?

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SiriusXM **PODCAST NETWORK**



45%

Health & Fitness listeners who also consume Self-Improvement content

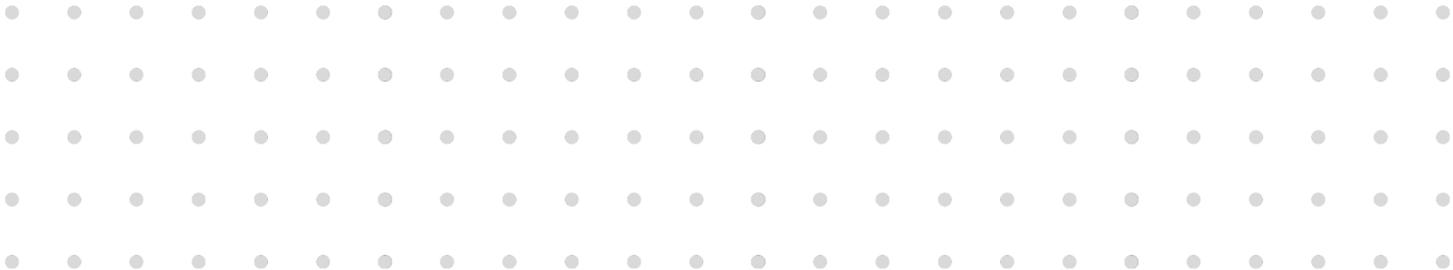
44%

Self-Improvement consumers who also consume Health & Fitness content

Base: Have listened to a podcast in the last month

Americans are taking wellness into their own hands

In an era defined by burnout, digital overload, and chronic stress, wellness has emerged as more than a fleeting trend—it's become a way of life, offering consumers a sense of agency in a world that often feels out of control. From green juices and guided meditations to cold plunges and 9-step skincare routines, the wellness industry has transformed into a multi-billion-dollar ecosystem of self-optimization.



RollingStone

Ice Baths, Sleep Trackers, & Longevity Labs: The Billion-Dollar Wellness Craze

Forbes

The Wellness Trend Has Become The New 'Happy Hour' Heading Into 2025

BUSINESS INSIDER

Gen Z and millennials are creating a recession-resistant corner of the market

VOGUE

The Wellness Club is Gen Z's Country Club

The Mindset Shift

Growing Concern

63% of Americans 18+ said they feel anxious about their health, with 43% worrying more than they did a year ago¹

Reevaluating Priorities

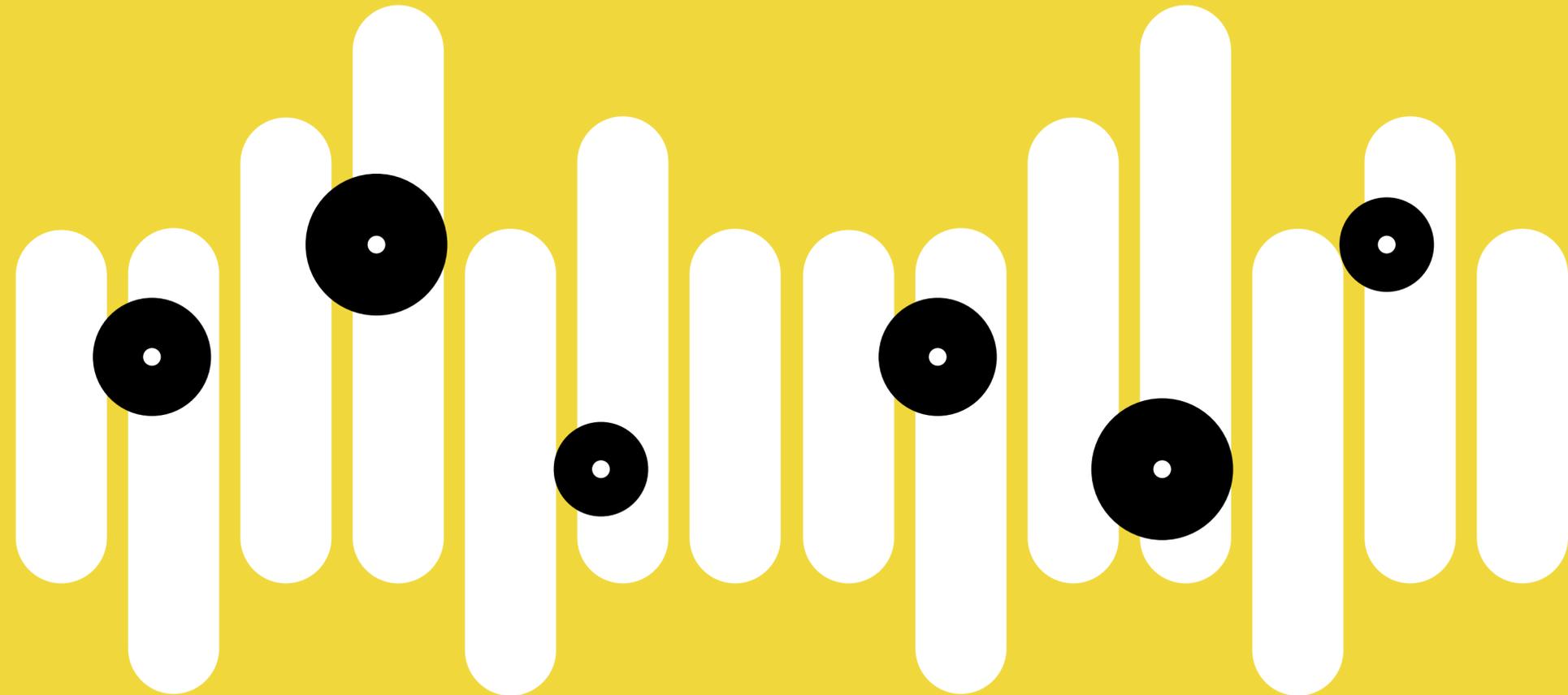
Over 80% of US consumers now consider wellness a top priority in their everyday lives²

Reclaiming Control

Approximately 96M U.S. adults plan to prioritize health, fitness, or exercise this year³



Podcasts have become an essential tool for modern wellbeing



Productive

A hands-free way to stay motivated and keep your day moving with purpose.

Informative

Expert insights, real stories, and thoughtful discourse that keep listeners informed and grounded.

Supportive

Listeners can connect and feel part of a larger, inclusive wellness community.

Mood-boosting

Conversations that help shift your mindset, reframe your day, and leave listeners feeling inspired.

A sanctuary for listeners throughout the pandemic

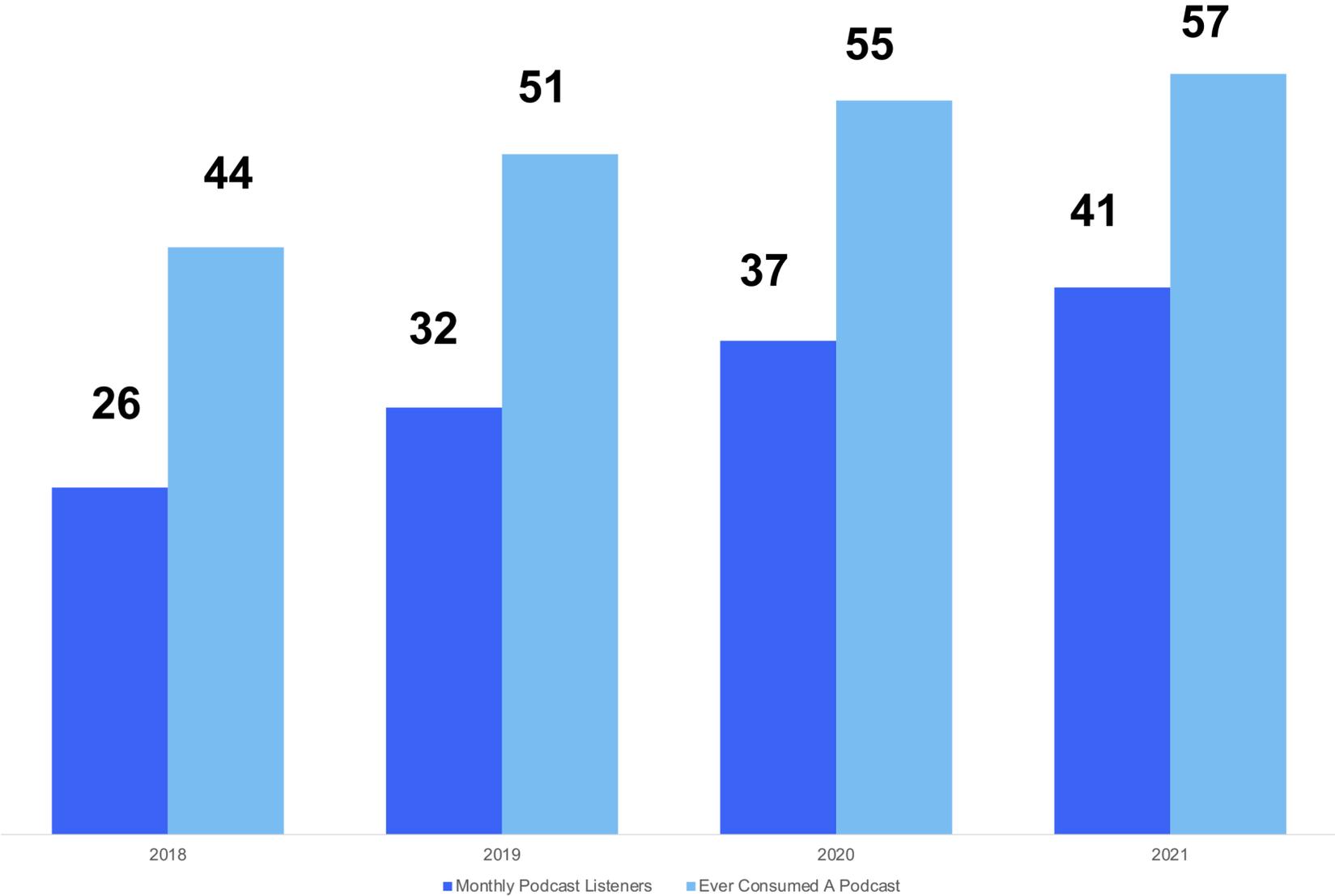
Amidst the chaos and uncertainty surrounding, audio proved resilient, offering intimacy, flexibility, and escape when people needed it most. Podcasts became daily companions as screen fatigue set in and routines shifted – during lockdown walks, home workouts, and solo commutes.

+48%

Growth in monthly podcast listening from 2018-2021

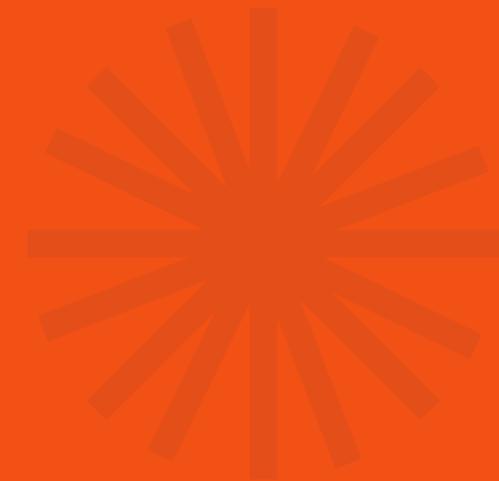
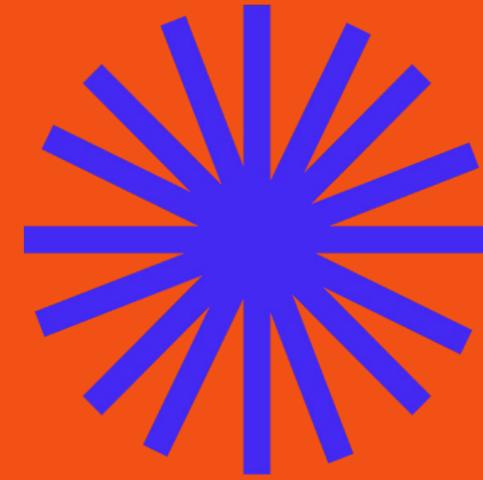
+30%

Growth in podcast familiarity from 2018-2021



Health & Fitness and Self-Improvement

Audience Profile

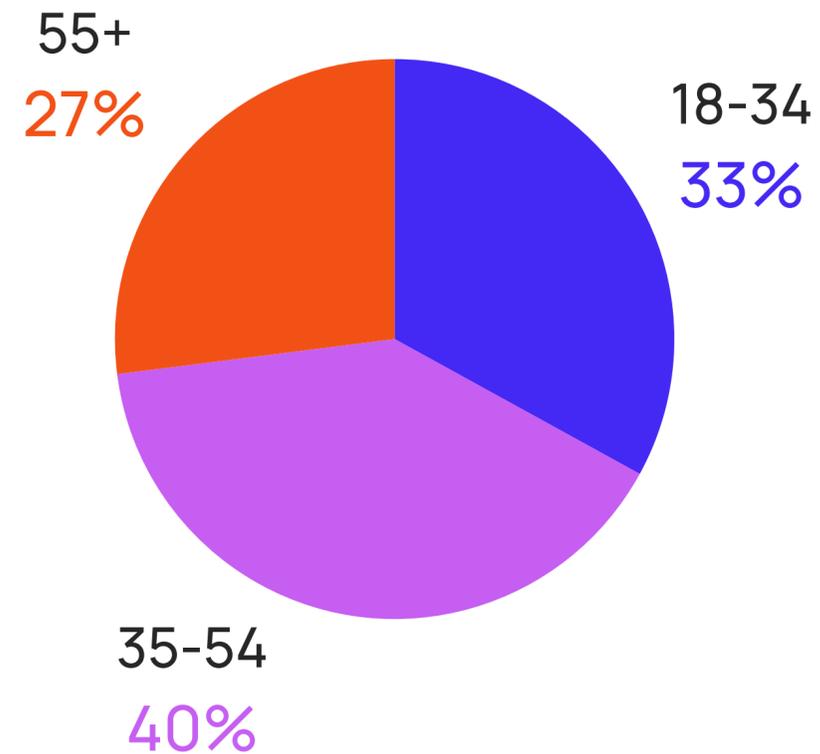


Age Profile

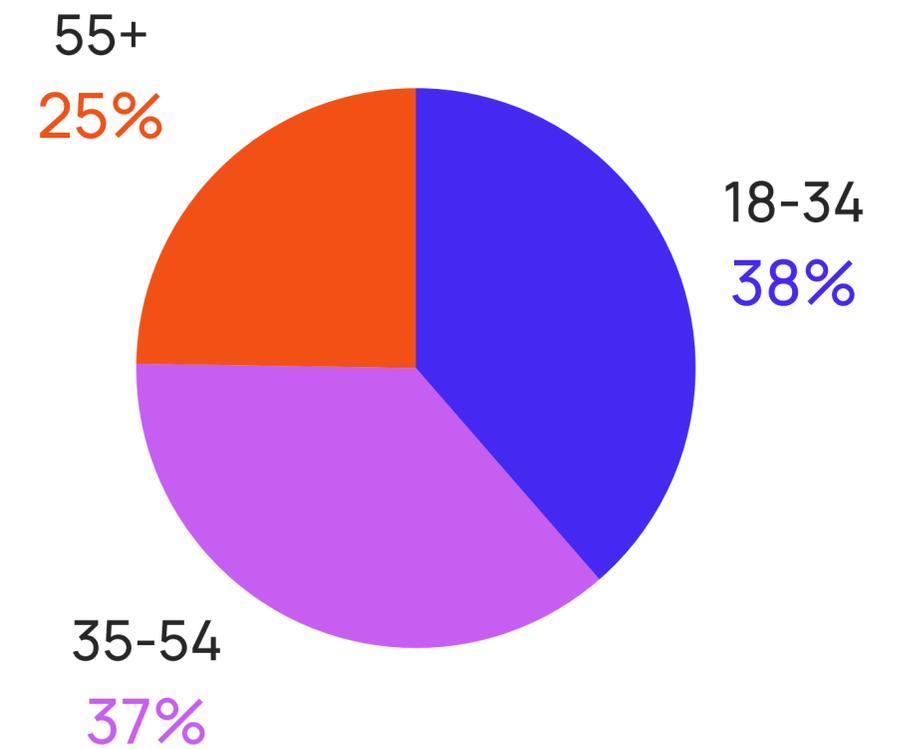
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Health and Fitness



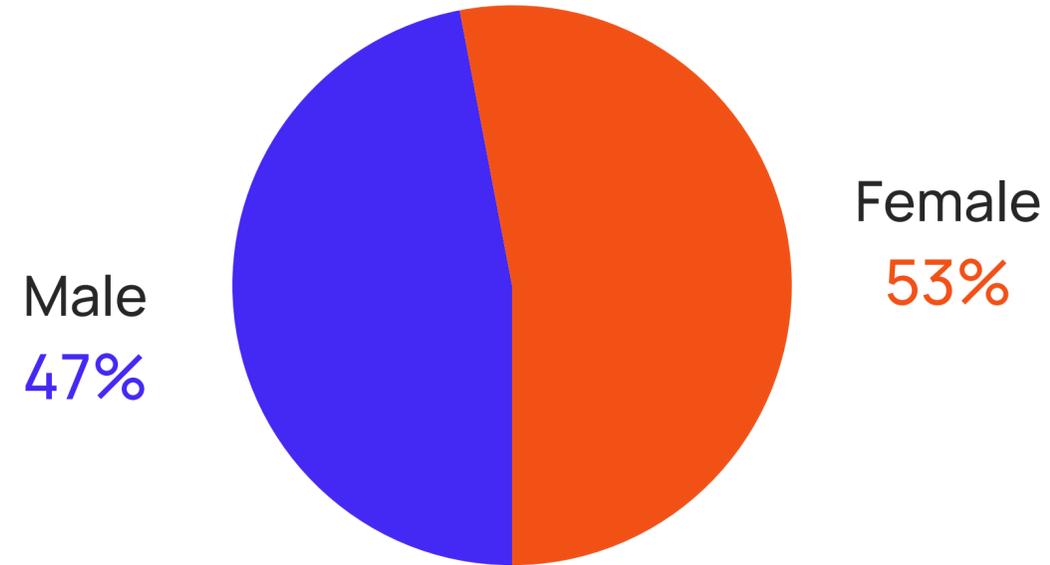
Self-Improvement



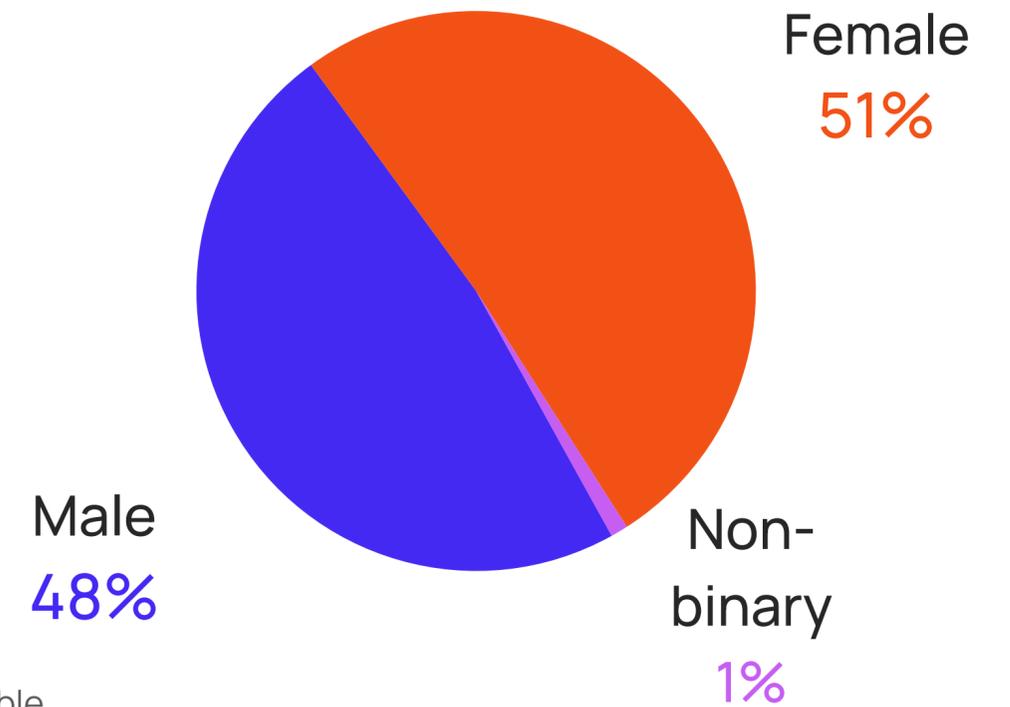
SOURCE: The Podcast Landscape 2024 – Sounds Profitable

Gender Profile

Health and Fitness



Self-Improvement



SOURCE: The Podcast Landscape 2024 – Sounds Profitable

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Demographics:

A Tale of Complementary Differences

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NETWORK**

Health & Fitness Audience Strengths

- . Older, established audience: 40% in 35-54 age range, 27% 55+
- . Higher income: \$74,817 mean household income with 38% earning \$75K+
- . Higher education completion: 44% with bachelor's or higher

Self-Improvement Audience Strengths

- . Younger, growth-oriented audience: 39% in 18-34 age range
- . More diverse: 33% non-white (vs. 30% for Health & Fitness)
- . Higher Hispanic representation: 27% (vs. 24% Health & Fitness)

Reach + Engagement:

Complementary Contexts and Patterns

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Multiple Touchpoints, High Consumption

- **Combined weekly listening:** Health & Fitness (74%) and Self-Improvement (73%) audiences show nearly identical weekly engagement patterns
- **Substantial listening time:** 7 hours/week (Health & Fitness) and 6.4 hours/week (Self-Improvement) – both higher than average
- **Deep engagement:** Both audiences dedicate approximately 1 hour daily to podcast content
- **High video consumption:** 92% (Health & Fitness) and 90% (Self-Improvement) have consumed podcasts on video

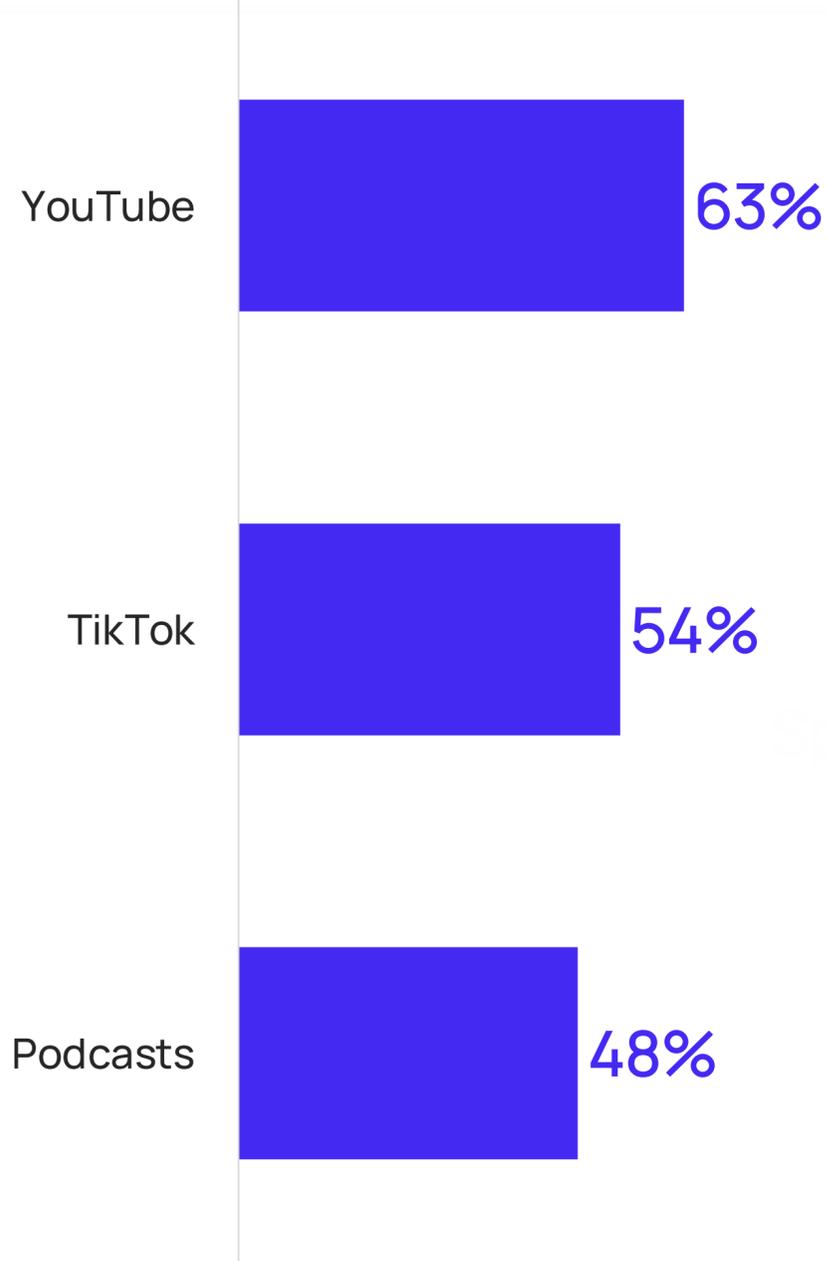
Usage Trends – Last 12 Months

High Podcast, Digital Video Usage Creates Multiple Touchpoints

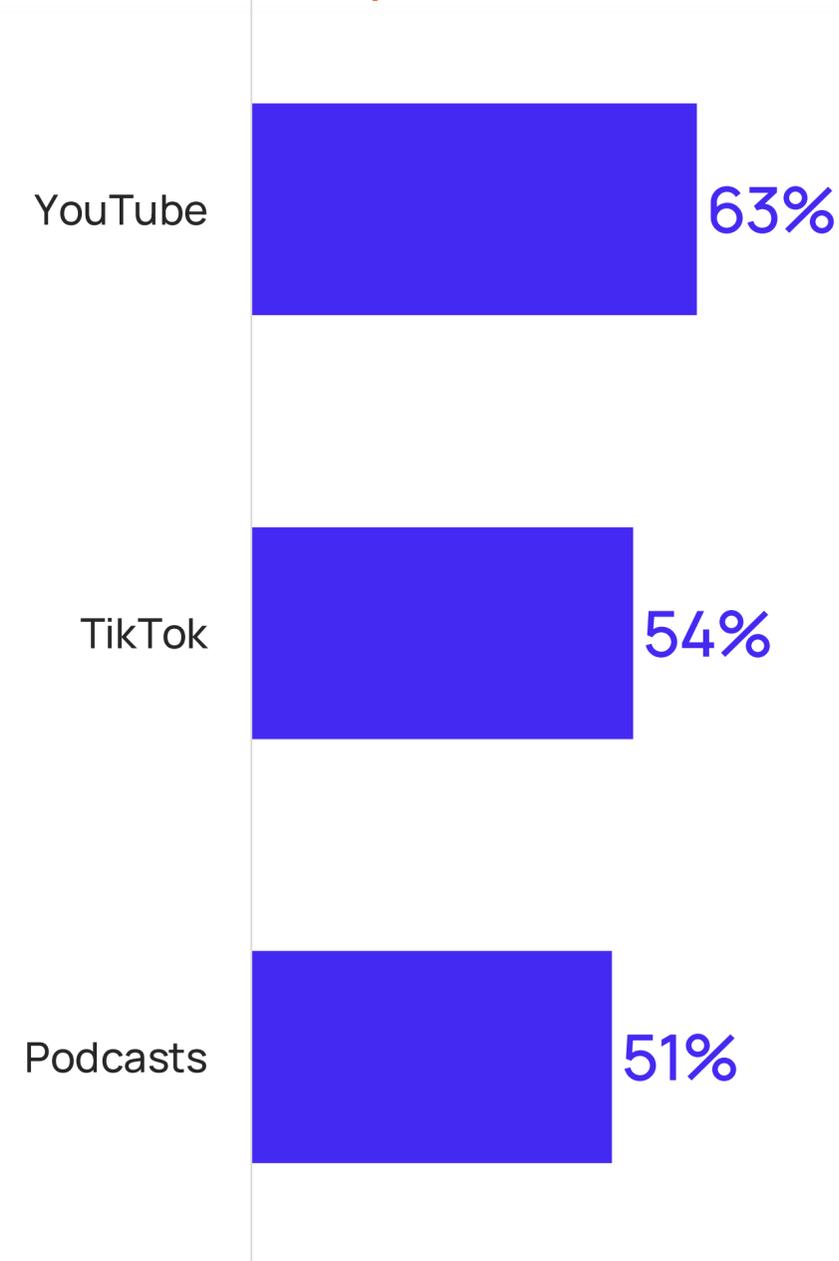
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Spending MORE Time With... Health & Fitness



Spending MORE Time With... Self-Improvement



SOURCE: The Podcast Landscape 2024 – Sounds Profitable

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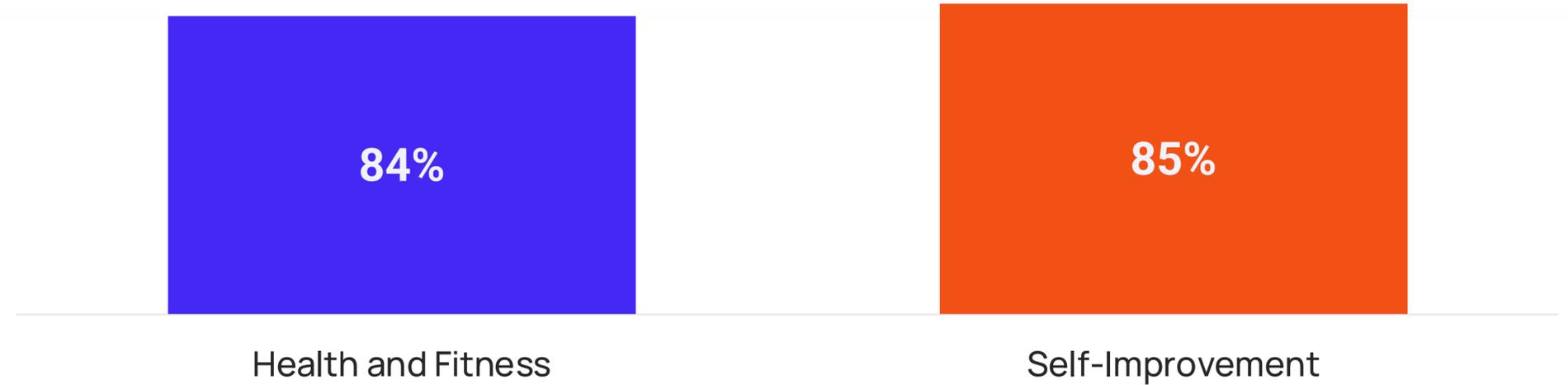
Monthly Social Media Usage

Complementary Reinforcement

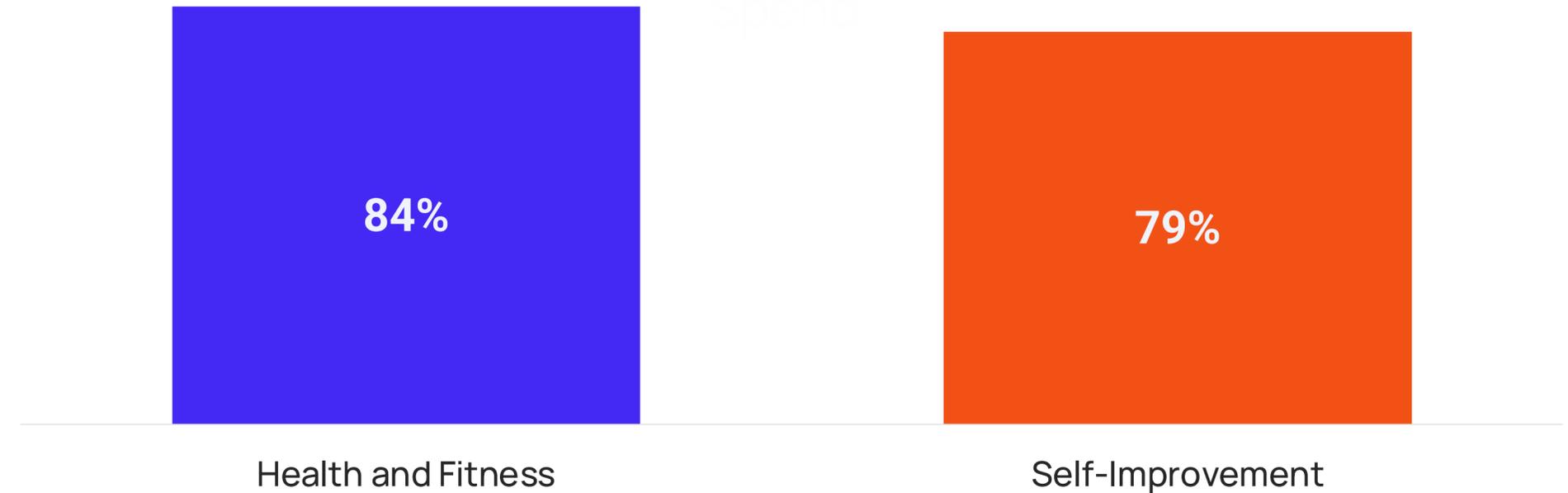
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Facebook



Instagram



SOURCE: The Podcast Landscape 2024 - Sounds Profitable

Shared Content and Context Preferences

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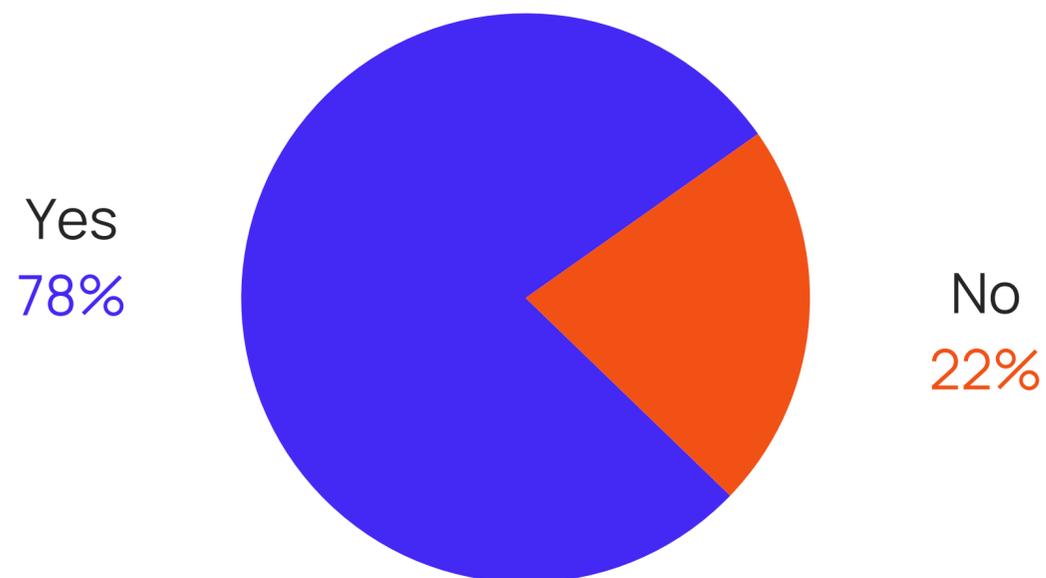
- **Regular episodic format preferred:** 85% for both audiences
- **Content-driven motivation:** "Listen to discussions on topics of interest" rated 93% important by both audiences
- **Mobile consumption dominance:** 58% (Health and Fitness) and 61% (Self-Improvement) listen on smartphones
- **Context preferences:** Both audiences value car listening (80% Health and Fitness, 78% Self-Improvement) and exercise listening (78% / 76%)
- **Social Consumption:** Both audiences say they consume podcasts with other people (19% Health & Fitness, 16% Self-Improvement)

Both audiences are natural influencers

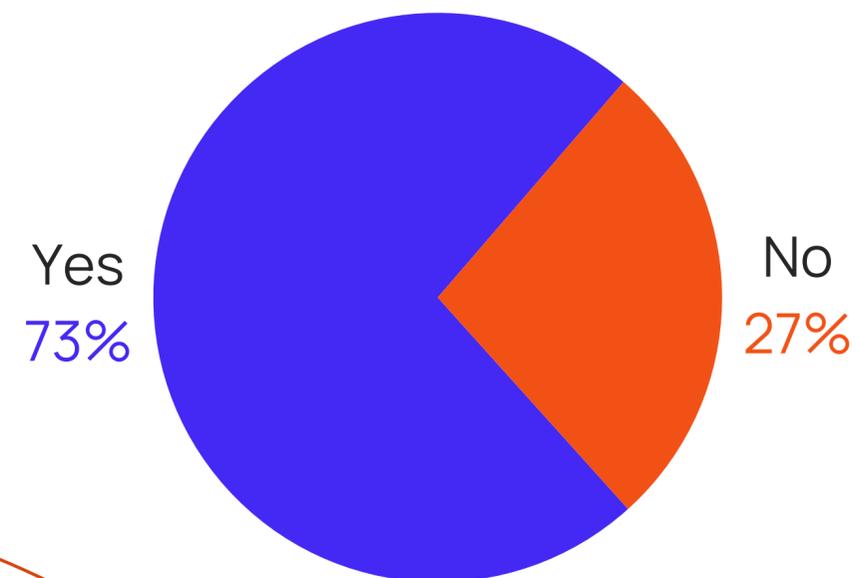
Do you ever recommend podcasts to people in your social circle? (Health and Fitness)

Do you ever recommend podcasts to people in your social circle? (Self-Improvement)

Among those who say people in social circle listen to podcasts



Among those who say people in social circle listen to podcasts



The Holistic Wellness Journey

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Shared Interests

- Broad wellness: 45%/44% crossover between categories
- Mental wellness: Both audiences value content that keeps them company (72% Health & Fitness, 73% Self-Improvement)
- Learning mindset: Both highly value learning about new hobbies (74% Health & Fitness, 72% Self-Improvement)

Shared Content (other podcast genres consumed monthly)

- Comedy: 42% (Health & Fitness), 38% (Self-Improvement)
- News: 40% (Health & Fitness), 37% (Self-Improvement)
- Political Talk: 33% for both audiences
- True Crime: 33% for both audiences



Advertising across both genres: a multiplier effect

- Broader Demographic Reach: Combined, these audiences span from young adults to mature listeners, covering all key purchasing demographics
- Message Reinforcement: Reaching the 44-45% of listeners who consume both genres with complementary messaging
- Contextual Diversity: Connecting with consumers in different mindsets – active/physical (H&F) and reflective/aspirational (Self-Improvement)
- Holistic Brand Positioning: Associating your brand with complete wellness – both physical and mental
- Extended Customer Journey Support: Participating in both the physical and mental aspects of consumers' personal development journeys

The SiriusXM Podcast Network

The largest collection of inspirational podcasts



530+

Exclusive Health & Wellness podcasts

10x

Award-wins across numerous categories

Home to today's most influential motivators



THE WALL STREET JOURNAL.
The Self-Help Guru Rivaling Joe Rogan's Podcast Reign



DEADLINE
Adam Pally & Jon Gabrus Launch Wellness Podcast With Smartless Media



Forbes
Lewis Howes: How He Built A Million-Dollar Business



VARIETY
Hoda Kotb on Launching Wellness Company Joy 101 Following 'Today' Departure: 'I'm Learning How to Be a Boss'

#15

Largest show in the US¹

+516%

Growth since show launch²

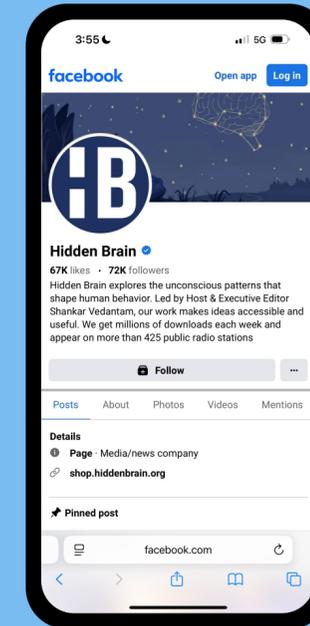
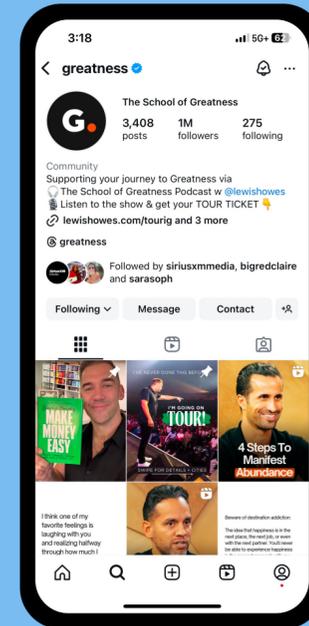
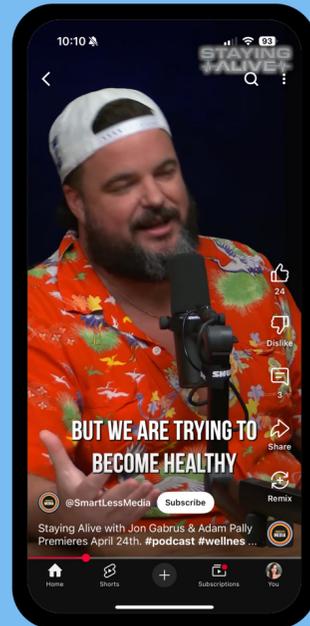
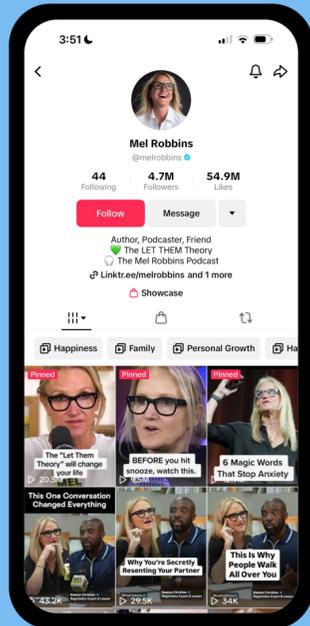
2M+

Average monthly downloads²

+15M

Downloads since show launch²

Shaping the conversation across every corner of media



54%

Of wellness listeners are spending more time with podcasts on TikTok

46%

Say that YouTube is their preferred platform for podcast consumption

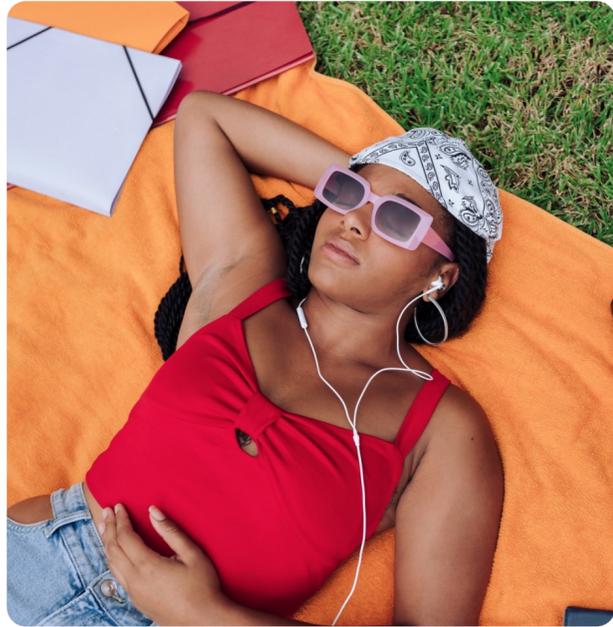
1 in 3

Say Instagram is their primary platform for new podcast discovery

40%

Are spending more time with podcasts on Facebook

We're with audiences every step of their wellness journey



Unwinding

63% of SiriusXM podcast listeners tune in while relaxing

De-Cluttering

72% of podcast listeners tune in while cleaning/ doing chores

Tackling To-dos

56% of podcast listeners tune in while at work

Breaking A Sweat

59% of podcast listeners tune in while at the gym

Meal Prepping

60% of podcast listeners tune in while cooking

Cultivating powerful communities & support systems



Thankful for her platform to continue 1y ago

★★★★★

Sparkling Southerner

Thankful that Oprah has a place to continue inspiring us, and introducing us to others who can inspire us. Love the podcast!

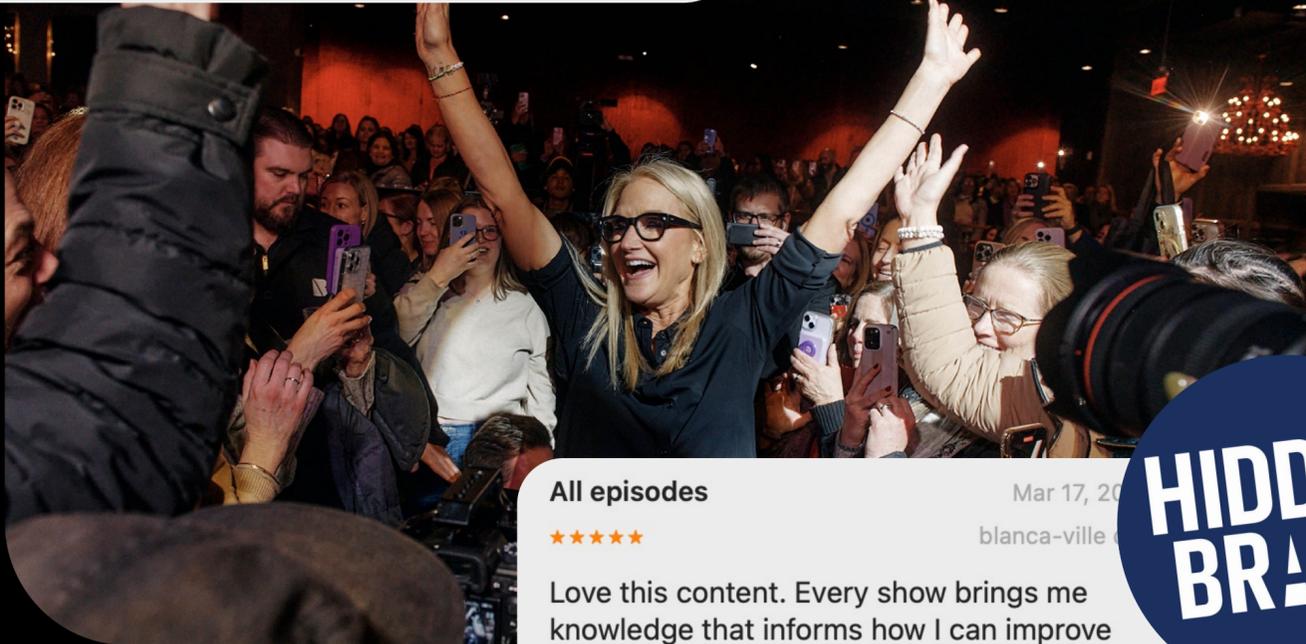
I found Mel at the hardest time of my life

May 30, 2025

★★★★★

ANGIE1015

Thank you Mel. I don't know where would I be today if I didn't found you. Thank you for all you do, you are a miracle to this universe. ❤️



All episodes

Mar 17, 2025

★★★★★

blanca-ville

Love this content. Every show brings me knowledge that informs how I can improve myself and better understand others.

HIDDEN BRAIN

Lewis How's is the best!

Jan 1, 2025

★★★★★

Mnapsjrnouwbjms

I've been listening for years. This is the podcast that everyone needs in their life even if they don't know it yet!



A safe space for any brand

Brand Suitability Category

Risk Level

Adult Sexually Explicit



Obscenity & Profanity



Debated Sensitive Social Issues (Political)



Illegal Drugs/Tobacco/E-cigs/Vaping/Alcohol



Arms & Ammunition



Terrorism



Death Injury/Military Conflict



Crime & Violation of Human Rights



Hate Speech & Acts of Aggression



Gambling



Occult



Natural Disasters



-  Suitable for most adults
-  Suitable for most listeners
-  Little to no content of this type

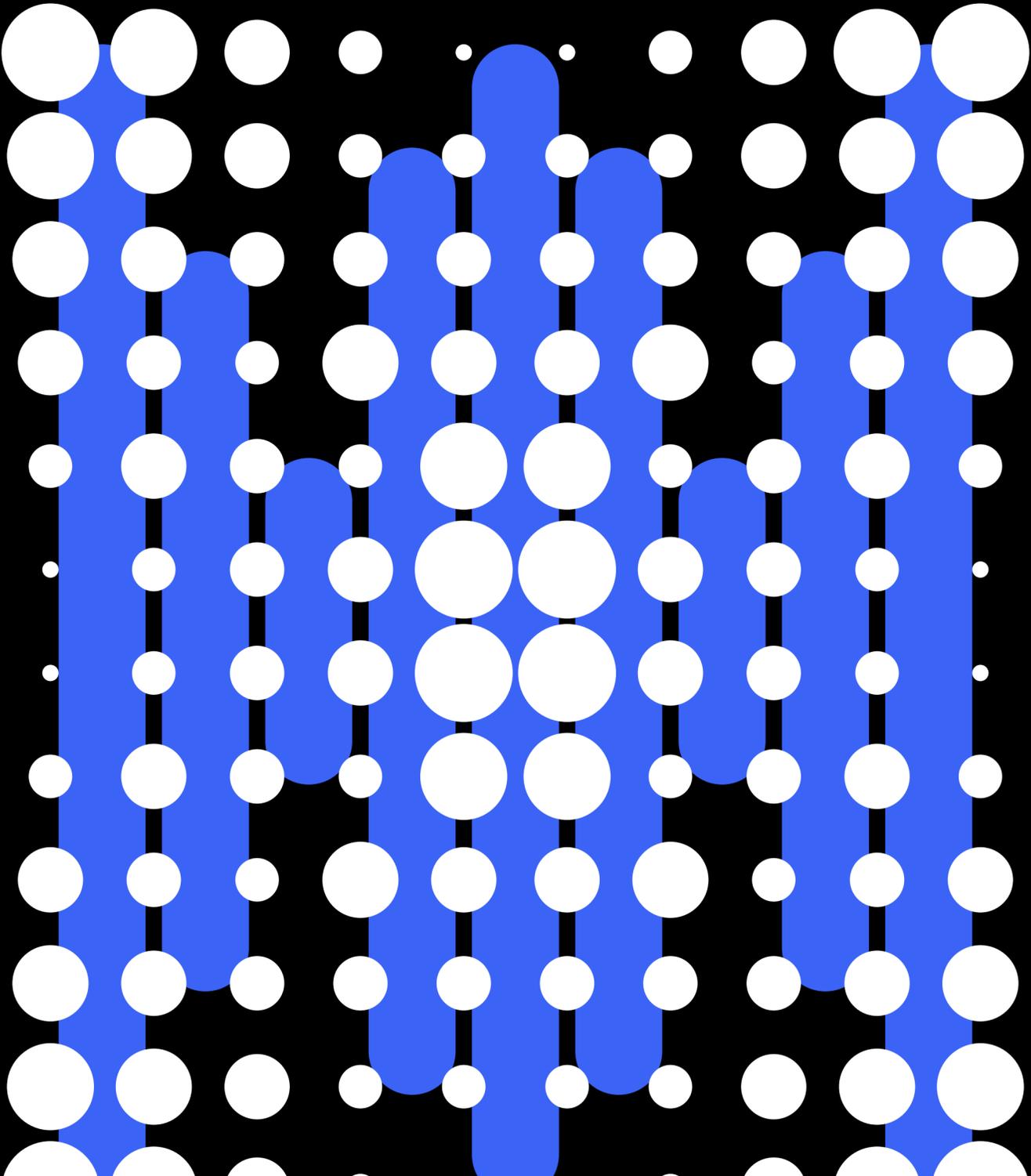
Driving powerful impact

93%

Of Health + Wellness podcast listeners have taken any action after hearing a podcast ad



SiriusXM
Media



Thank You