

MEDIA KIT

2024

RACHEL HOLMES

FITNESS PRESENTER
COURSE CREATOR
BUSINESS COACH

 @RACHELLHOLMES

 RACHELHOLMESFIT

 RACHEL HOLMES



ABOUT ME

I am the Creator of Choreographytogo and fitness brands Fitness Pilates, Flex, Menofit, Buggy Beat, Sit Fitness, Walkfit and more!

I have been in Fitness over 30 years teaching and guiding Fitness Professionals in the Industry.

ABOUT MY SOCIALS

I have a database of over 20k Fitness Professionals and thriving socials with over 210k Followers.

MEDIA

STATISTIC



INSTAGRAM
FOLLOWERS

22.1K



YOUTUBE
SUBSCRIBERS

14.8K



PODCAST
DOWNLOADS

37.1K

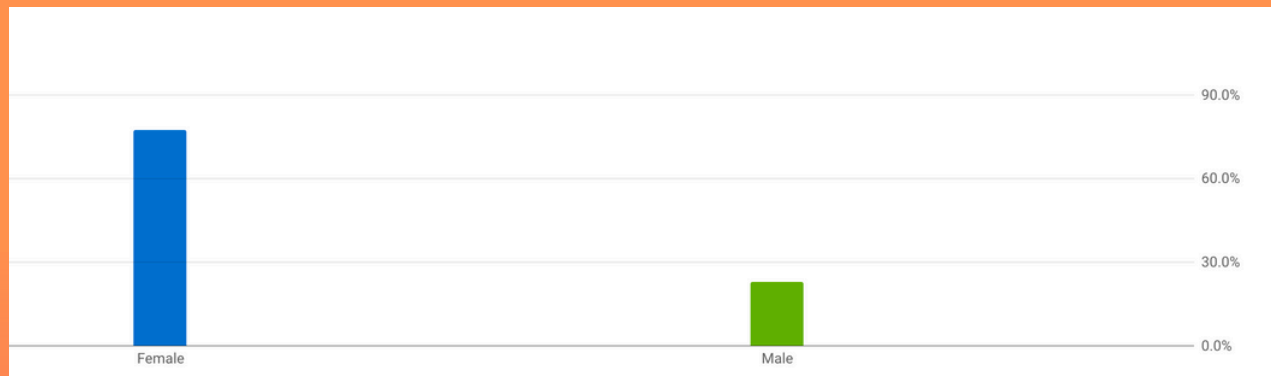


FACEBOOK
FOLLOWERS

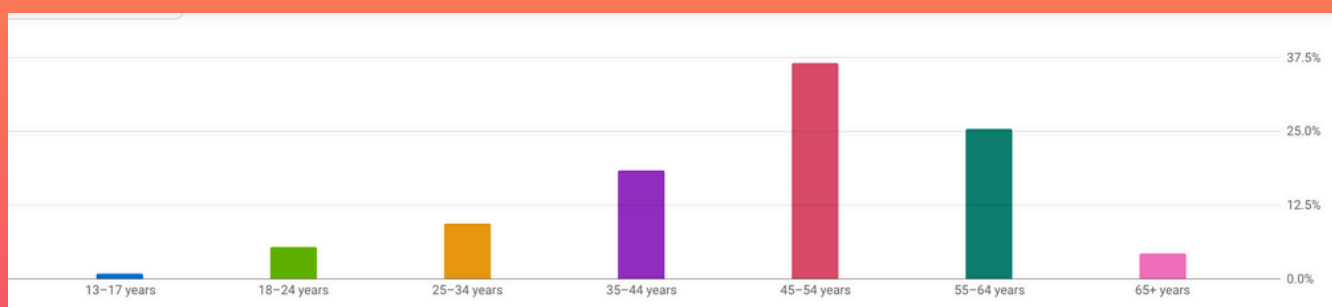
210K

THE DEMOGRAPHIC

75% WOMEN



45-54 YEARS



I HAVE A LOYAL FOLLOWING OF MIDLIFE WOMEN IN FITNESS

MEDIA STATISTIC



INSTAGRAM FOLLOWERS

22.1K



YOUTUBE SUBSCRIBERS

14.8K



PODCAST DOWNLOADS

37.1K

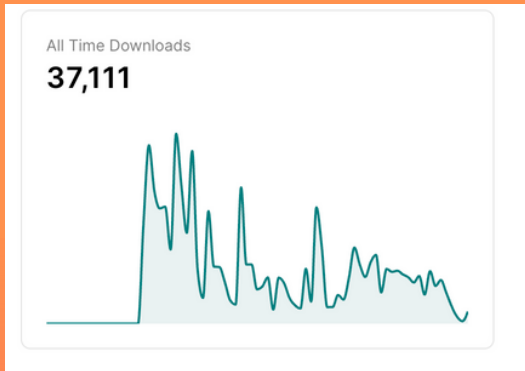


FACEBOOK FOLLOWERS

210K

THE PODCAST

OVER 37K DOWNLOADS



244 DOWNLOADS A DAY

TOP DOWNLOADS FROM APPLE PODCASTS

MAINLY UK

Daily Downloads

244

Country Name

United Kingdom

United States

Downloads

151

59



**RACHEL HOLMES
PODCAST**



The Rachel Holmes Podcast Show

Rachel Holmes interviews the worlds most prolific fitness leaders.

Health & Fitness

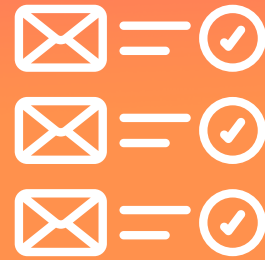
★★★★★ 4.9 • 30 Ratings

LISTEN NOW



MAILING LIST

**OVER 20K ACTIVE
SUBSCRIBERS**



**3 NEWSLETTERS A WEEK ARE SENT OUT
INCLUDING:**

- THE FITNESS PILATES NEWSLETTER
- THE CHOREOGRAPHYTOGO NEWSLETTER
- THE FITNESS BUSINESS NEWSLETTER

**Fitness
Pilates**



THE WEBSITE

CHOREOGRAPHYTOGO.COM

OVER 33,000 CUSTOMERS

FITNESS TRAINING COURSES AND QUALIFICATIONS ONLINE



Choreography To Go

Reviews 134 • Excellent



✓ VERIFIED COMPANY

WE BOAST
EXCELLENT
REVIEWS ON TRUST
PILOT AND HAVE A
99% PASS RATE

ACCREDITED ACTIVE IQ AND YMCA QUALIFICATIONS
RECOGNISED BY CIMSPA

Active iQ

 **CIMSPA** | Training
Education Partner | Provider


awards

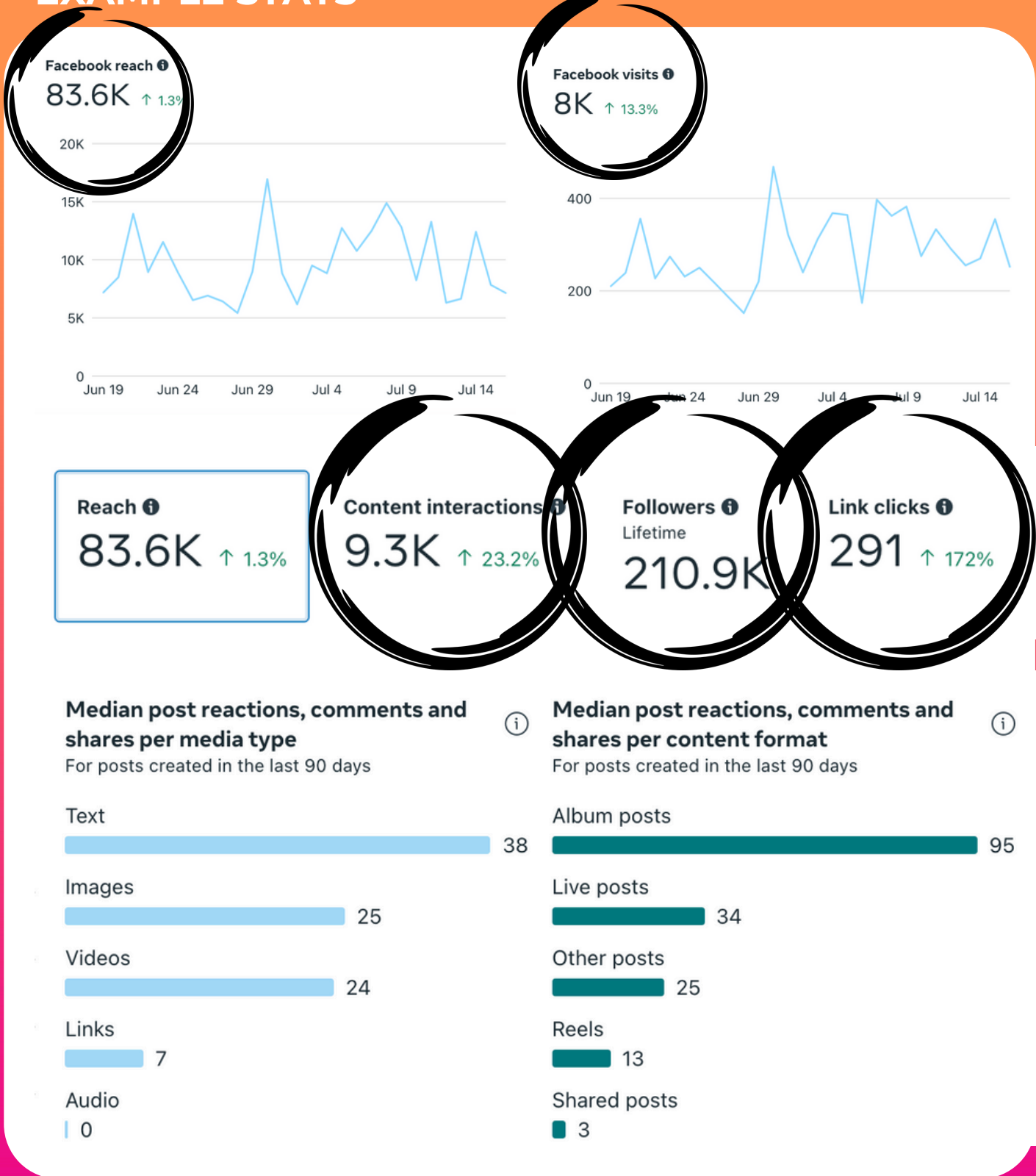
choreo
graphy
to go

Education

FACEBOOK

RACHELHOLMESFIT

EXAMPLE STATS



RACHEL HOLMES FACEBOOK IS A THRIVING COMMUNITY

INSTAGRAM

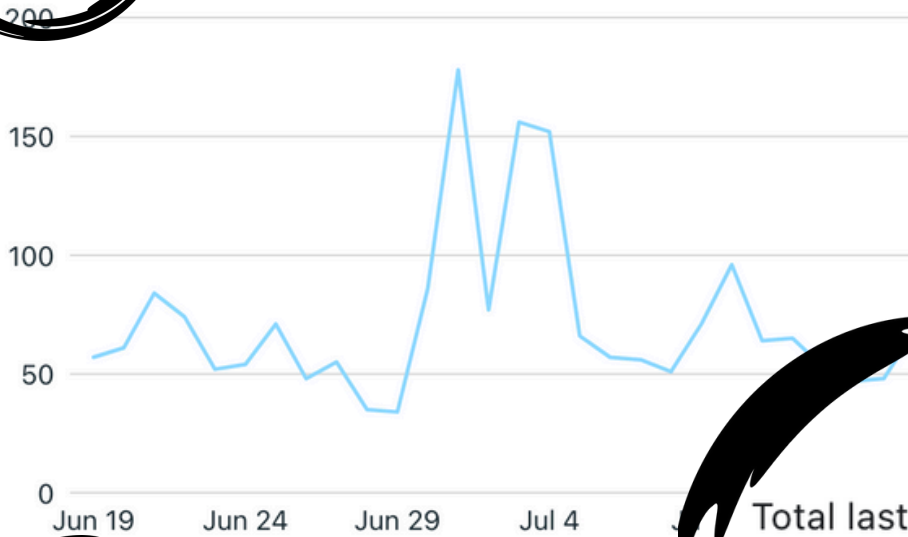


@RACHELLHOLMES

7,650 POSTS 22.1K FOLLOWERS

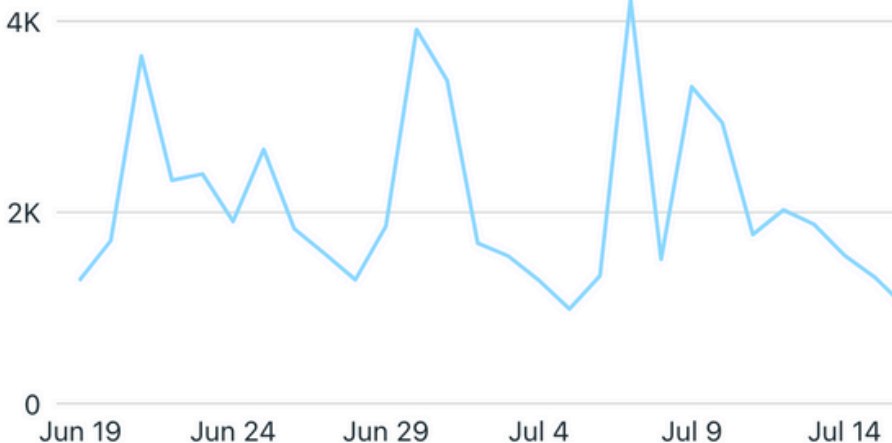
Instagram profile visits ⓘ

2K ↑ 18.2%



Instagram reach ⓘ

26.4K ↑ 2.1%



Total last week

11.1K



Instagram reach ⓘ

YOUTUBE



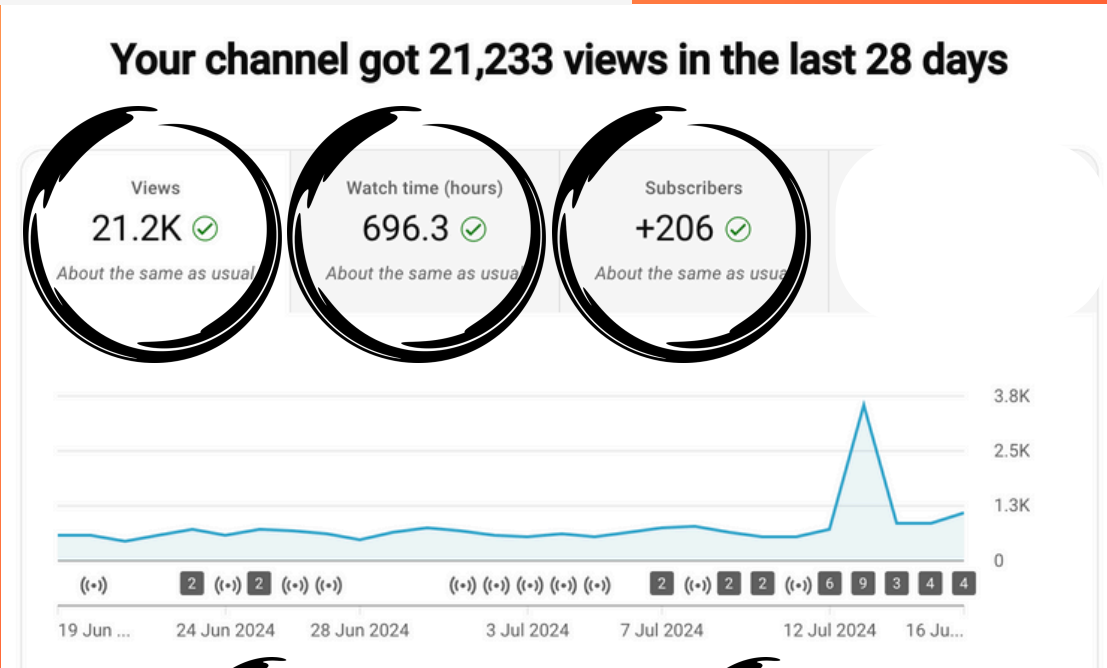
14.8K SUBSCRIBERS 3.9K VIDEOS

Rachel Holmes
 @rachelholmes · 14.8K subscribers · 3.9K videos
 Rachel Holmes is a Fitness Programme Creator, Educator, Presenter and Entrepreneur. ...more
choreographytogo.com and 4 more links

Customise channel Manage videos

Home Videos Shorts Live Podcasts Playlists Community

How To Improve Your Sleep In your 50's
 123 views · 3 days ago
 How To Improve Your Sleep In your 50's
 Listen to my easy to action top tips to improve your sleep!
 Ashwaganda link: <https://naturaldispensary.co.uk/produ...>
 Magnesium Link: <https://naturaldispensary.co.uk/produ...>
 ...
 READ MORE



Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions
<input type="checkbox"/> Total	21,223	696.1	1:58	174,147
<input type="checkbox"/> External	9,031 42.6%	372.0 53.5%	2:28	-
<input type="checkbox"/> Shorts feed	3,567 16.8%	10.6 1.5%	0:10	-
<input type="checkbox"/> YouTube search	3,489 16.4%	93.4 13.4%	1:36	73,643
<input type="checkbox"/> Browse features	1,766 8.3%	71.4 10.3%	2:25	42,063
<input type="checkbox"/> Channel pages	719 3.4%	19.9 2.9%	1:28	44,665

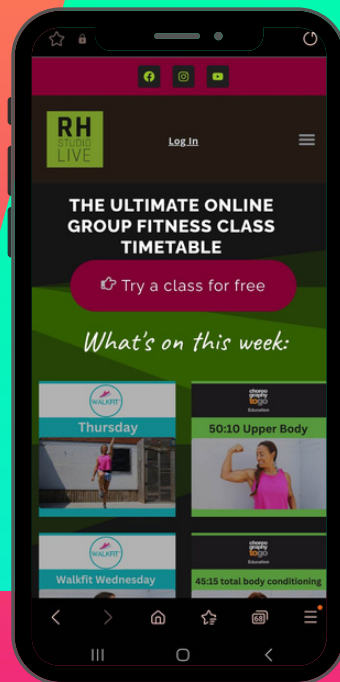
Geography	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> Total	21,223	696.1	1:58
<input type="checkbox"/> United States	5,694 26.8%	163.0 23.4%	1:43
<input type="checkbox"/> United Kingdom	5,199 24.5%	193.0 27.7%	2:13

STUDIO LIVE

DATABASE OF 1184 USERS

AN ONLINE GROUP
FITNESS WORKOUT HUB
WITH OVER 21 WORKOUTS
A WEEK AND 3 DIFFERENT
MEMBERSHIP LEVELS

RH
STUDIO
LIVE



TWITTER/ X

15.4K FOLLOWERS 57.8K POSTS



THREADS

3K FOLLOWERS ON THREADS

LINKED IN

POST IMPRESSIONS 1755

- 3,063 FOLLOWERS
- 500+ CONNECTIONS





WANT TO WORK WITH ME?

IM LOOKING FOR:

- BRAND SPONSORS
- FITNESS EQUIPMENT
- EVENT SPONSORS
- WEBSITE ADS
- PODCAST SPONSORS

GET IN TOUCH

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