

Introducing

THE IMPACT FORMULA

The Visionary Voices of Change



The Impact Formula is a contemporary online magazine, showcasing the visionary voices of change. We introduce the people and stories that matter; inspiring, guiding and informing our readers to live positively and proactively in our ever-changing world. The Impact Formula blends corporate with every-day and supports our readership on their personal and professional development journey; showcasing the very best of businesses, communities and people.

"Behind every person making an impact is a story, journey and formula for kindness that needs to be celebrated."

-Katie Queue

The Impact Formula Audience

The Impact Formula is a magazine aimed at professionals with a want for personal and professional growth. With expert writers, and change-maker features, we showcase stories, insights and information to guide our readers towards self development. There is often a spiritual and/or holistic curiosity of our readers, and so The Impact Formula offers the best of both worlds; bridging the gap between spirituality and the corporate business world.

The Impact Formula is a Katie Queue Publication; with audiences reaching over 17k impressions. The Impact Formula is the latest addition to the Katie Queue community and is published every 6 months. It is an online magazine published via Issuu, opening the audience up to its 1M+ global users.



Website traffic: 2000+ magazine page views & 1026 new visitors per month on average (and even more to the Katie Queue website)

Who is Katie Queue?

Katie Queue is a World-Renowned Spiritual Teacher, Life Coach and People Manager; with 20+ years' experience championing diversity, equality and personal growth.



With an impressive corporate career, complementing a religious and spiritual upbringing, Katie has the personal passion and corporate experience to bridge the gap between spiritual and corporate growth.

She harmoniously blends the two approaches to support people personally and professionally, making Katie the go-to expert for advice, guidance, and information; having quoted for and been featured in numerous publications, including **Marie Claire Magazine, Women in Leadership** and many more.

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Reaching an audience of almost 410,000 people across digital and social platforms.

Why The Impact Formula Magazine?

If you are a modern day change-maker, then being featured in The Impact Formula is a great way to introduce yourself, your cause and/or your company to a new audience.

We pride ourselves on offering an inclusive publication that all can relate to, and carefully select who appears in the magazine to ensure this is constantly considered. This is demonstrated through Katie's social media audience and magazine readership.

Katie's Podcast Audience

As a contributor to the magazine, you will also be introduced to Katie's podcast audience, which advertises the magazine and often discusses topics and talking points that appear in issues.



Katie's podcast episodes receive over 10,000 plays across the globe, with 44% of our audience based in the UK, and 30% from the USA.

71% of listeners identify as female, and the audience is aged predominantly between 23-59 years old.

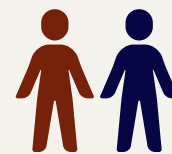
Social Media Audience

Instagram Audience

Your involvement in The Impact Formula is promoted to Katie's loyal and growing Instagram audience.

OVER 365k accounts reached
OVER 249k impressions
OVER 450k engaged accounts!

per year (based on 2023/24 insights). **With almost 120k engaged accounts in the past 90 days alone (as of July 2024)**, the potential audience you will be featured to is significant.



Both Katie's publications and Instagram following are almost 50/50 split between those who identify as men and women, with the majority aged between 20-40 years old.

LinkedIn Audience

With over 12,000 followers on Katie's corporate LinkedIn profile, and almost 5,000 followers on her spiritual-based profiles, Katie can offer reach to two complementary, professional, and engaged audiences. The Impact Formula is promoted across LinkedIn, reaching an audience of up to 50,000.



Want to exponentially grow your business? Then let us introduce you to our ever increasing, dedicated and loyal audience. A wonderful way to authentically grow your following & business.

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