

LAURA HOW

COUNSELLING & GUIDANCE



A PRACTISING COUNSELLOR, NOT AN INFLUENCER

I'm Laura How, a UK-based [relationship counsellor](#) and coach with over 20 years in mental health. [My YouTube channel](#) delivers honest, research-driven content on intimacy, marriage and personal wellbeing to an audience of midlife men and couples.

Viewers trust me because I'm a qualified practitioner who combines blunt honesty with compassion, and because I don't take on brands I wouldn't trust myself. That restraint is exactly what makes a recommendation from this channel worth something.

AUDIENCE PROFILE

Midlife men, often professionals, looking for honest insight into why intimacy fades in long-term relationships. Many want to understand both emotional and practical factors. My work helps them approach their partners with empathy instead of frustration, and encourages constructive, realistic next steps.

HIGHLIGHTS

- 50K+ subscribers, up 51% in six months.
- 1.27M views in the last 90 days.
- 10.8M impressions at a 6.0% click-through rate.
- Qualified therapist with 20+ years' experience.
- Evergreen — 85% of views come from the back catalogue.

KEY STATS

50.1K

Subscribers

1.27M

Views / 90
Days

91%

Male
Audience

35-64

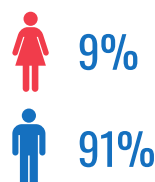
Core Age

AUDIENCE SNAPSHOT

- 91% male.
- Core age: 35–64 (55%+).
- Top countries: USA (55%), UK (10%).
- 258.9K new viewers in 90 days.
- Avg. view duration: 4:28.

PROVEN PERFORMANCE

- "Sexless Marriage Is Slowly Killing Him" — 670K views, 4,900+ comments.
- "10 Devastating Effects Of A Sexless Marriage On Men" — 524K views, 3,300+ comments.
- "The Wisdom of Saying YES to Intimacy in Your Marriage" — 418K views, 1,800+ comments.



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CASE STUDY

My video “How to Be an Exceptional Husband” explores the emotional and practical qualities that make marriages thrive - from honesty and reliability to empathy, presence, and support. Many viewers said it finally gave them clarity on how to connect with their wives, showing how therapist-led content not only resonates but also creates a trusted space where brands can align with positive change.

SERVICES

Let's explore how we can responsibly introduce your brand to a motivated audience of men and couples who want to improve intimacy, wellbeing, and relationships.

MID-ROLL MENTION: 60–90S - FROM £850

A short brand mention within a video about intimacy, marriage, or personal wellbeing. Includes your link in the description and a pinned comment.

INTEGRATION: 2–3 MINS - FROM £1,400

A therapist-led segment on:

“Why intimacy issues aren't always psychological and when couples should consider practical tools or professional support.”

This frames relational and lifestyle factors first, then highlights how your product or service responsibly supports couples.

- No miracle claims.
- Clear disclaimers where relevant.
- CTA to your website, product page, or consultation service.
- Integrations only — never a standalone advert.



“AS A RELATIONSHIP COUNSELLOR, I KNOW HOW LIFE-CHANGING THE RIGHT SUPPORT AND TOOLS CAN BE FOR CONFIDENCE, CONNECTION, AND LONG-TERM INTIMACY.”