



Honest Mum®

FAMILY . FOOD . STYLE . TRAVEL . LIFE

Average monthly visits:	60,000
Pinterest Followers:	42,000
Twitter followers:	40,000
Facebook Page Fans:	30,600
Instagram Followers:	22,900
YouTube Subscribers:	3,500

CRITICALLY ACCLAIMED PARENTING & LIFESTYLE ONLINE MAGAZINE



The multi-award winning blog Honestmum.com is a leader in it's field, reaching highs of 80,000 pageviews a month. Vicki's largest audience is in the UK followed by America, Australia, Europe and the rest of the world. Setting up her blog in November 2010 after an award-winning career as a TV Director and Filmmaker, Vicki is regarded as both a pioneer and thought leader in her field.

Vicki is managed by Jack Freud at IP Publicity and her literary agent is Diane Banks at Diane Banks Associates. Vicki's debut book Mumboss- The Honest Mum's Guide to Surviving and Thriving at Work and at Home published by Piatkus/Little Brown/Hachette is out on May 3rd 2018.

Vicki is regularly featured on national TV and has presented for ITV's Good Morning Britain and SKY News.

As a full-time professional blogger, vlogger and filmmaker, Vicki is available to create captivating and dynamic sponsored content that will resonate with her audience.

Vicki works with brands in the family, food, arts, lifestyle, fashion, hair and beauty, and travel sectors and has also collaborated with TV Chefs on bespoke content including Jamie Oliver, James Martin, Aldo Zilli and Dean Edwards. Her work as a digital ambassador for the airline Jet2.com and Jet2holidays made blogging history, and Vicki has most recently worked on high profile multi-media campaigns for Coca Cola, Land Rover Discovery, Herbal Essences and Robinsons to name but a few.

Vicki has written online for Marie Claire UK, Grazia Daily, Woman, The Huffington Post and Good To Know. She has also spoken on a panel on diversity at the House of Commons as well as at Marie Claire's Future Shapers event and the BritMums Live blogging conferences among others.

Vicki regularly features exclusives with exemplary female stars including Oscar nominated director Ava DuVernay, Emma Bunton, Anastasia, Fearne Cotton, Cerys Matthews MBE and many more.



MUMBOSS



A guide to surviving and thriving at work and at home

VICKI PSARIAS
FOUNDER OF Honest Mum

“ Vicki is a groundbreaking blogger and vlogger, always pushing boundaries - and glass ceilings - through her voice and great work. She's the closest the UK has to Heather B. Armstrong/ Dooce and I can't wait to see what she does next!

- Susanna Scott, Co-Founder - Britmums