



Honest Mum®

FAMILY . FOOD . STYLE . TRAVEL . LIFE

Average monthly visits:	60,000
Total social media followers:	183,700
Pinterest followers:	42,900
Pinterest uniques:	1,000,000
Twitter followers:	44,600
Facebook page fans:	35,300
Instagram followers:	57,000
YouTube subscribers:	3,900

CRITICALLY ACCLAIMED PARENTING & LIFESTYLE ONLINE MAGAZINE



Parenting and lifestyle blog Honestmum.com, founded by Vicki Broadbent in 2010, is a market leader in the UK. The site and accompanying social media channels reach highs of 3 million readers a month with the greatest audience share living in the UK, US, Canada and Australia. Vicki's dedicated following appreciates her honesty and her business and creative expertise.

Vicki's debut bestselling book Mumboss was first published in the UK in 2018 and will be released in the US and Canada on Sept the 8th 2020 under the new title, The Working Mom, and a 2nd UK edition will be published in the UK on August 20th 2020.

Mumboss was listed in the top 10 business books written by women in The Independent and Marie Claire described it as, 'A must-read for any woman looking to balance a career with motherhood'.

As a writer and filmmaker, Vicki is available to create authentic and dynamic sponsored content for her highly engaged audience.

Vicki's work as a digital ambassador for the airline Jet2.com and Jet2holidays made blogging history as she became the first blogger in the UK to represent an airline. She has worked on high profile multi-media campaigns for global brands including BT, Disney, Nokia, McDonalds, Land Rover, Mazda, ŠKODA UK, Epson, Vodafone, Coca Cola, Charles Worthington, Herbal Essences, Function of Beauty, Aldi and others.

Vicki has become a TV personality in recent years, presenting and regularly featuring as a Parenting Expert on both national and international TV with appearances on BBC Breakfast, BBC Radio 5 Live, Sky News, ITV's This Morning, ITV News and Channel 5 News. Vicki was interviewed on BBC World News' Beyond 100 Days Programme (to over 100 million viewers worldwide) and she has filmed with E News, Euronews and ITV's Lorraine.

She has also interviewed Westlife, Ava DuVernay, Kim Cattrall, Nick Frost, Tim Henman and Anastasia amongst others.

Vicki also writes for, and has featured in publications spanning British Vogue, Marie Claire, Grazia, Fabulous, Berkshire Life and The Huffington Post. Together with her son, Oliver, she was photographed by photographer Rankin for a book on maternal love.

Vicki recently co-founded The Working Mother's Academy, a digital video course company, with digital strategist and former News Producer, Lucy Griffiths, and entrepreneur and publicist Jack Freud. WMA upskills parents in the UK and US teaching them how to build online careers.

Vicki is committed to using her voice and platform for change. She has contributed to government strategy on women's empowerment and she has also spoken on panels in Parliament regarding entrepreneurship and perinatal mental health, respectively.



VICKI BROADBENT
FOUNDER OF THE HONEST MUM BLOG

'A mustread for any woman looking to balance a career with motherhood'
Marie Claire

MUMBOSS

YOUR GUIDE TO SURVIVING AND THRIVING AT WORK AND AT HOME





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CRITICALLY ACCLAIMED PARENTING & LIFESTYLE ONLINE MAGAZINE

Verticals

Beauty
Lifestyle
Books & Literature
Travel

Platform



Followers

57k

Average Likes

1.5k

per post

Average Comments

43

per post

AUDIENCE DEMOGRAPHICS

Gender

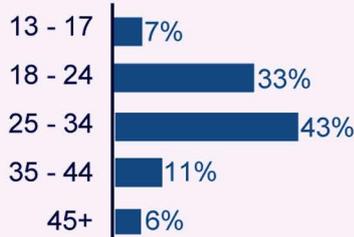


70%
female



30%
male

Age



Geography



60%
UK



23%
USA



4%
Australia



2%
France

TOP PERFORMING VERTICALS

The below shows where Vicki's brand sponsored engagement rate is in each vertical:

Beauty

Top

39%

Lifestyle

Top

45%

TOP PERFORMING POST TAGS IN 2018

Post Type

Product
Promotion

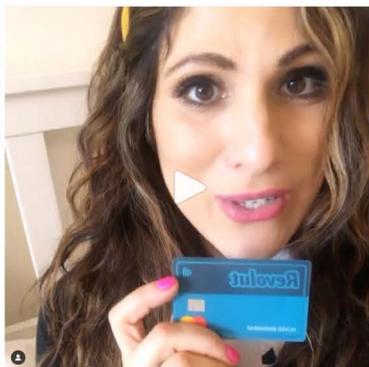
Post Focus

Landscape

Location

Domestic

TOP RECENT BRANDED POSTS



18,478 views

MARCH 18

Liked by [rhclothing.uk](#) and others

honestmum Check out the clever, easy to use Revolut Junior @revolutapp.

Revolut Junior is a money app for parents and kids to manage allowance. It encourages little ones to learn smart spending, earning and saving habits with



13,157 views

MARCH 27

Liked by [rhclothing.uk](#) and others

honestmum Congratulations to 5 lucky followers in the comments!!!! You lucky mums have won a @welovefrugi gift box worth £64.50 each. In the box you'll find a pair of super soft organic cotton Pansy PJ bottoms, a beautifully designed reusable Buddy



2,323 likes

JUNE 16

Liked by [familytripsfromlondon](#) and others

honestmum We've spent a week testing a brand new app @nestlums which has reduced my stress levels tenfold. Nestlums encourages the kids to complete chores/ homework/ eat more healthily/ you name it etc while teaching them the value of money in a fun,



1,779 likes

5 DAYS AGO

Liked by [mrlmarsden](#) and others

honestmum #AD To celebrate Frozen 2 (whoop!) coming to @DisneyPlusUK in just a week, the kids and I made some Olaf crafts yesterday (it was ironic we needed to stay in to cool down from the heat and were making our fave snowman). My sons loved the