



Honest Mum®

FAMILY . FOOD . STYLE . TRAVEL . LIFE

Monthly combined reach:	8,000,000
Monthly peak page views:	80,000
Monthly average page views:	60,000
Total social media followers	240,300
Pinterest followers:	46,000
Pinterest viewers:	1,500,000
Twitter followers:	44,100
Facebook page fans	47,000
Instagram followers:	99,200
YouTube subscribers:	4,000

CRITICALLY-ACCLAIMED PARENTING AND LIFESTYLE BLOG



Critically-acclaimed parenting and lifestyle blog Honestmum.com was founded by award-winning writer and filmmaker Vicki Broadbent in 2010, and is a market leader in the UK. The site and accompanying social media channels reach highs of 12 million a month, and an average of 8 million monthly, with the greatest audience share living in the UK and US followed by Canada and Australia. Vicki's dedicated online following appreciates her authentic and often funny parenting content, and her business and creative expertise. Vicki is mum to two boys, Oliver and Xander and baby girl, Florence.

Vicki's debut bestselling book Mumboss was first published in the UK in 2018 with a 2nd edition published in August 2020 and it was released in the US and Canada in February 2021 under the title, The Working Mom.

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.

More about Honest Mum, the brand:

Vicki's work as a digital ambassador for the airline Jet2.com and Jet2holidays made history as she became the first blogger in the UK to represent an airline.

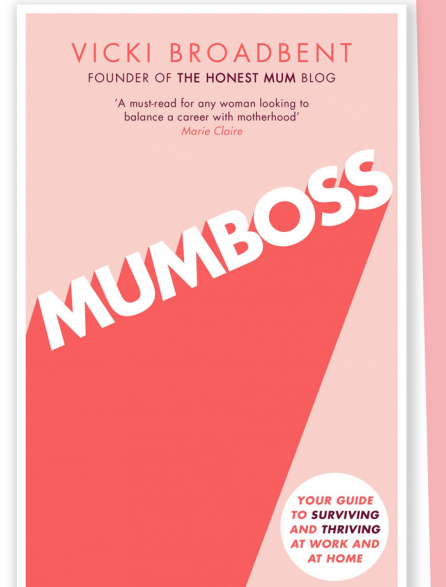
She has consistently worked on high profile multi-media campaigns for brands including BT, Disney, Nokia, McDonalds, Ford UK, Land Rover, Mazda, ŠKODA UK, Epson, Vodafone, Coca Cola, Charles Worthington, Herbal Essences, Function of Beauty, Aldi, Lidl and many more.

Vicki has become a TV personality, presenting and regularly featuring as a Parenting Expert on TV and radio with appearances on BBC World News, BBC Breakfast, Channel 4's Steph's Packed Lunch, Sky News, ITV's GMB, This Morning and Lorraine; ITV News and BBC Radio 5 Live.

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

Vicki has also written for and featured in British Vogue, Marie Claire, Grazia, Fabulous, Closer and The Huffington Post. Together with her son Oliver, she was also photographed by Rankin.

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





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facebook

Page overview

Last 28 days

Followers: 45,451

Post reach 5,787,497

Post engagement 1,844,025

New followers 2,823

CRITICALLY-ACCLAIMED PARENTING AND LIFESTYLE BLOG

Verticals

Lifestyle
Parenting
Books & Literature
Travel

Platform



Followers

99.2k

Average Likes

1.5k per post

Average Comments

95 per post

AUDIENCE DEMOGRAPHICS

Gender

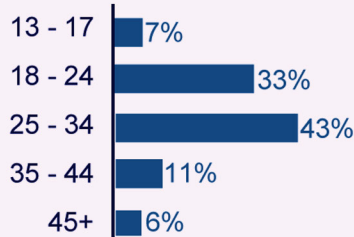


70%
female



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:

Lifestyle

Top 39%

Parenting

Top 45%

TOP PERFORMING POST TAGS

Post Type

Product
Promotion

Post Focus

Landscape

Location

Domestic

REACH



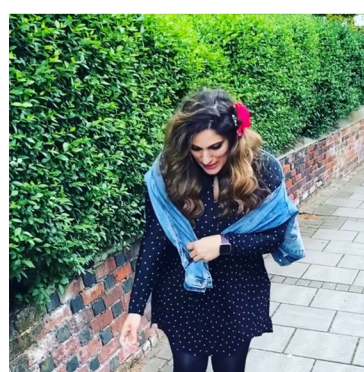
Liked by [hattiekeridge](#) and others
[honestmum](#) <Ad~8 month gifting>. Now that it's a few months into our 8 month gifting period of [@forduk's TITANIUM 1.0i PHEV E/BOOST 9](#) seater, I wanted to share my thoughts in this car video. If you're considering a new car and want something economical and environmentally friendly, check it out: [#GoElectric @goultralowcars](#).

[happychattykids](#) Oooh me likey!! Looks amazing! Off to google and dream - maybe when all three are back in school...
86 w Reply
View 2 previous replies
[honestmum](#) @happychattykids
85 w 1 like Reply



Liked by [adhra7324](#) and others
[honestmum](#) *Beach waves fit for a mermaid with Mermade Hair. AD. I have really long hair and styling it can take so much time but the [@mermade.hair PRO Waver](#) is so quick and easy to use - it only took me 15-minutes! Use my code [HONESTMUM](#) for 15% at the checkout. [#hairstyles #longhair #longhairstyles #honestmum #beachwaves](#)

[sifoodkitchen](#) Beautiful 🥰🥰🥰🥰



Liked by [palodeak](#) and others
[honestmum](#) *These shoes were made for walking (and chilling in)* <Ad/ paid campaign + gifting>. Argh, has anyone else totally forgotten how to walk in heels ??? I look like a baby giraffe in this video!!! Give me comfort every day of the week, please. Thank goodness for [@Hottershoes](#). Magic! (I was 12 weeks pregnant when we filmed this). #style #fashion #over40style #over40 #over40fashion #over40andfabulous

