

Tales of a TWIN MUM

BY KAREN BLEAKLEY

MEDIA KIT 2017

Blog Description:

Tales of a Twin Mum is a family lifestyle blog written by a beach-obsessed mum, travel writer and entrepreneur. While the blog started life as a parenting blog about raising twins, it has evolved and is now about optimising family life. It has three core themes: 1. family travel 2 making memories and having family fun and 3. creating a life for your family that you love.

BIOGRAPHY

Karen Bleakley has been a freelance writer since 2004. She moved to Australia from the UK with her husband and three children (who were all under five at the time) in 2014. She is a freelance travel writer for Australia and New Zealand magazine and is founder of Smart Steps to Australia - a website and facebook community that supports UK families on their move to Australia. She published Don't Panic! A Practical Guide to Twins, Triplets and More in 2016.

AUDIENCE

- 47% of readers are aged 25 - 34
- 31% of readers are aged 35 - 44
- 85% of readers are female
- 27% of readers are based in the US
- 26% of readers are based in the UK
- 12% of readers are based in Australia

Readers of my migration website also read this blog to learn about the lifestyle they can expect in Australia.

FOLLOWERS

- Facebook: 615
- Instagram: 1615
- Twitter: 3540

RANKINGS

- Page Authority: 35
- Domain Authority: 22
- In top 400 blogs on Tots100 list

ANALYTICS

- 3-month average:
- Sessions pm: 2415
 - UPVs pm: 3600

CONTACT ME:

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WORK WITH ME

Just a few of the brands I've worked with...



Ways to work with me:

I work with brands in a number of different ways including:

- * Sponsored posts
- * Guest posts on your site
- * Article writing on behalf of brands
- * Reviews
- * Social media promotion and take overs
- * Brand ambassador
- * Press trips

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