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: 605
- Instagram: 1615
- Twitter: 3538

RANKINGS

- Page Authority: 31
- Domain Authority: 20
- In top 400 blogs onTots100 list

ANALYTICS

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

Contact me:

www.TalesofaTwinMum.com
karen@talesofatwinmum.com

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Work With Me

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

Prices in AUD.

Sponsored post rate: Rates for one-off sponsored posts written by Karen Bleakley in conjunction with you, including two links valid for 12 months and including social media promotion: $400

Rates for hosting a pre-written guest post including up to two links valid for 12 months (with an intro provided by Karen Bleakley and editing to ensure it fits with the blog style in co-ordination with you) : $275.

Reviews: Reviews that suit the themes of the blog will be considered (family/travel/Aussie lifestyle/expat living). Review items worth under $200 may incur an additional charge for the time involved. Please email me to discuss review opportunities. (For info, my twin boys were born in 2009 and my daughter in 2012.)

Social media promotion: Image shares on Facebook, Instagram and Twitter are available. Rates start from $45 per post.

Brand ambassador: Contact me to discuss if you have a brand you would like me to be an ambassador for

Press trips: I am always interested in hearing about press trips in and around Australia which I can feature in my blog and develop into ideas for magazine features.

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