



MUM'S THE WORD



WHO AM I?



My name is Jayne, I'm a 40-something mum of two, wife, puppy owner, full time blogger, copywriter and NHS employee. I'm passionate about politics, low-carb eating, rural life, fashion, education, animals, technology and all things social.

FACTS AND FIGURES

Monthly Page Views	135,000
Monthly Unique Visitors	9,900
Subscribers	12,800 (across all platforms)
Reader Demographics	Mostly female, aged between 25 and 50, largely based in the UK and the USA

WHO HAVE WE WORKED WITH?

Mum's the Word has worked with many companies in the last eight years, including but not limited to:

John Lewis, Warner Bros., Frankie & Benny's, Giraffe, YO! Sushi, Wagamama, Simply Be, JD Sports, Feel Good Contacts, EcoAir, Blinds in a Box, Waitrose, Marks and Spencer, Infinities, Smiggle, Shopkins, School Reviewer, Pink Clove, Interplay, Hungry Horse, Karcher, Huggies, Little Dish, Huggalugs and many more.

Available now for brand collaborations, sponsored posts, social media advertising and creative projects.

www.mumsttheword.me