



FAMILY LIFESTYLE BLOG

ABOUT

Mum's The Nerd is a UK based family lifestyle blog covering family life, living our best adventures and our sharing our experiences on parenting with autism. Mum's The Nerd has a large emphasis on modern parenthood, travel, weight loss & lifestyle topics. Mum's The Nerd started in 2010 as a way to document life as a new mother. Since then, it has grown into a successful family lifestyle blog with thousands of followers across the world.

At Mum's The Nerd, we are dedicated to sharing our passions, providing honest, high-quality and most importantly, entertaining content for our readers.

WHO WE ARE



We are a Manchester based family of 3. Consisting of Karina, AJ and Isabelle (aka Little Leg's) plus 2 dogs and a cat. As a family we are passionate about the great outdoors. We love to travel and explore new places, but home is our favourite place to be. Our life is definitely imperfect, and it can be chaotic at times, but it is full of adventures, fun, love and laughter. We would not want it any other way.



@mums_the_nerd
10k+ followers



@MumsTheNerdBlog
2k+ followers



@mums_the_nerd
2k followers



@mums_the_nerd
1k followers

karina@mumsthenerd.co.uk

Work With Us

Mum's The Nerd has successfully worked with some amazing brands across the Family Lifestyle niche since 2010 and have only worked with brands who we feel that we can really connect with. We are passionate about creating unique, engaging, and creative content on our blog. You can see some of the brands that we have collaborated with below.



Services Available

- Creative Collaborations
- Brand Ambassadorships
- Editorial Coverage
- Product Reviews
- Photography
- Banner Images & Advertising
- Press Trips & Family Stays
- Influencer Outreach
- Brand Consultancy Work
- Sponsored posts
- Social media promotions
- Contests/giveaways
- Brand ambassadorships and custom campaigns
- Banner images
- Freelance Writing

karina@mumsthenerd.co.uk

MUMSTHENERD.CO.UK

MONTHLY
STATISTICS

60,000

AVG. UNIQUE VISITORS

250,000

AVG. PAGE VIEWS

1K+

BLOG SUBSCRIBERS

10%

AVG. BOUNCE RATE

55

DOMAIN AUTHORITY

SPONSORED BLOG POST / £160*

A Custom written 500+ word article with high quality imagery and links to your website.

Promotion across social media accounts if requested.

SPONSORED LINK / £60*

Sponsored link to your website added to pre-existing content.

SPONSORED INSTAGRAM POST / £150*

Curated Instagram Feed Post.

SPONSORED BLOG POST+ INSTAGRAM / £250*

Custom article + Instagram Feed Post.

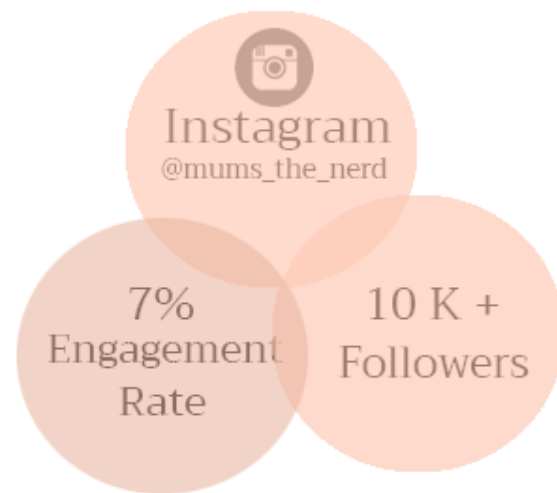
Audience Information



Female 21 – 55 years old



Mainly UK & US based



Note: Only serious inquiries will be considered. Any unpaid advertising or marketing requests will be ignored.

*Rates are negotiable

Intrigued?

If we have peaked your interest and you would like to discuss ways in which we can work together. Get in touch – karina@mumsthenerd.co.uk

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