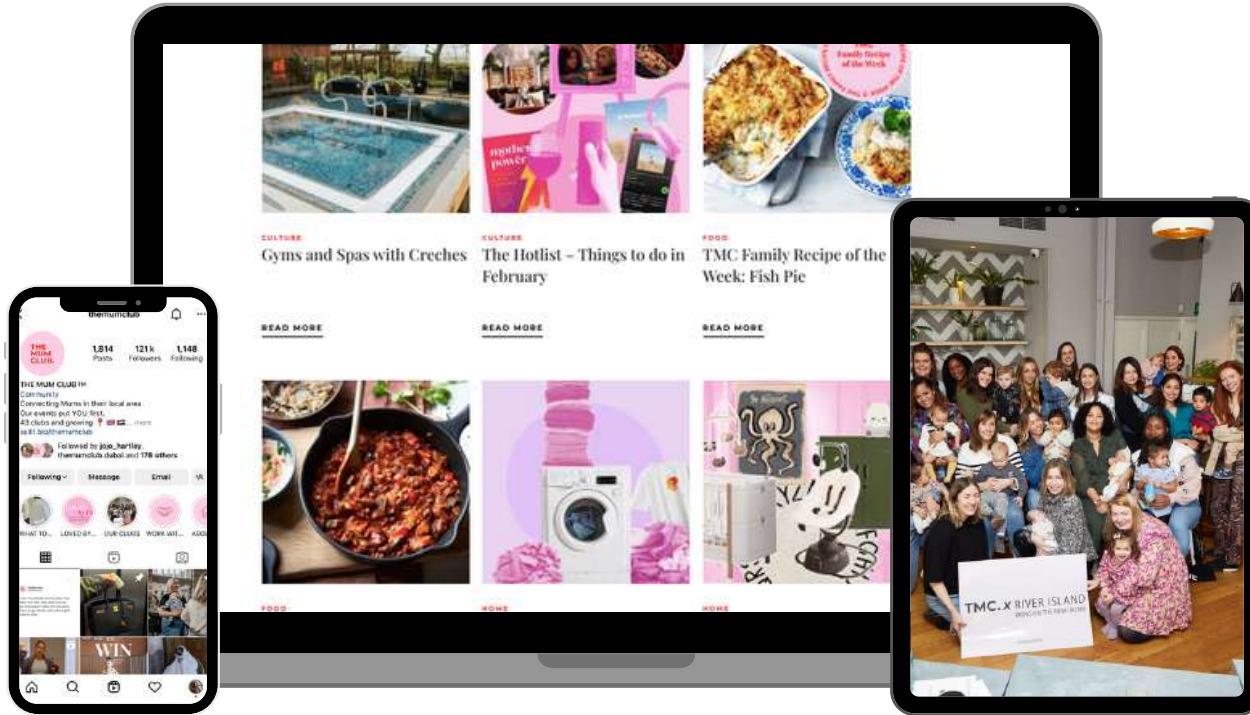




THE MUM CLUB.

BRAND PARTNERSHIPS MEDIA PACK 2023

THE MUM CLUB. *Reach*



191K

total followers incl
Franchises



1.3 million

people reached



57

TMC Franchises



3000

women attend
IRL each month

70

New subscribers a day

52%

Email open Rate

65k

Monthly web page views

2 Mins

Dwell Time On Site

THE MUM CLUB. *Audience*



98% Women

93% Aged 25-44

88% Live in the UK

Women with a medium to significant expenditure, looking to purchase new products and services that will enhance their modern lifestyle.

Brand Opportunities

Bespoke events, promoting new products and increasing brand awareness. THE MUM CLUB can connect your brand to real mums in every area of the UK and Dubai.

THE MUM CLUB. *Emails*

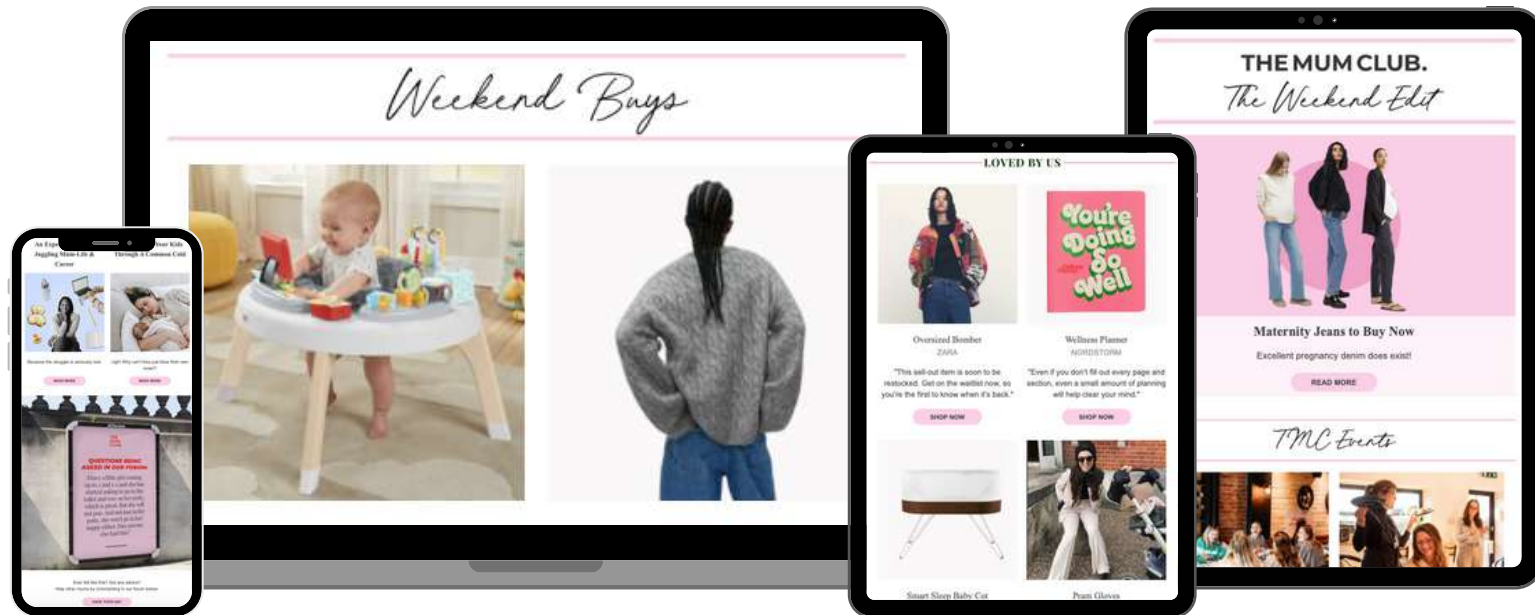
Our bi-weekly emails are sent every Tuesday and Friday. With a trusted voice, our newsletters reach 20k women a week. Featuring articles, events and products that drive traffic to our site and social.

52%

Open Rate

70

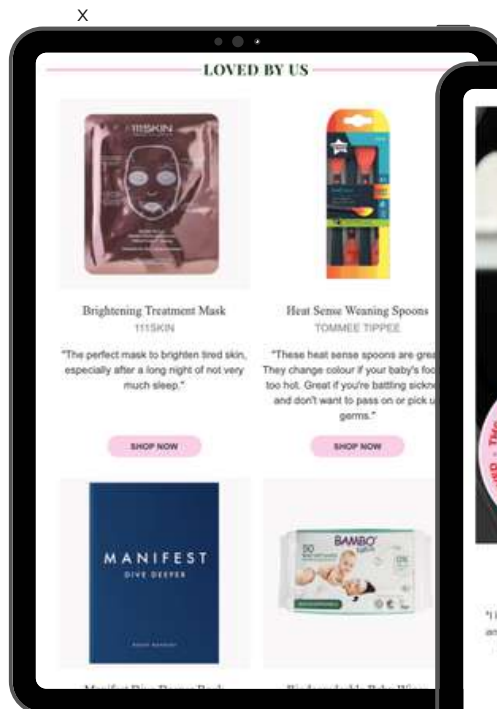
New sign ups a day



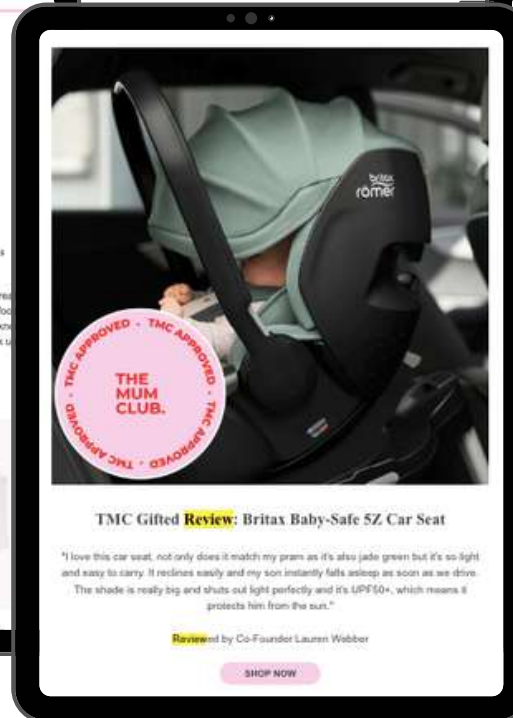
THE MUM CLUB. *Email Product Placement*

Our emails also feature a shoppable editorial selection of 'loved by us' products. As well as editorial reviews, lifestyle suggestions, and a weekly spotlight for brand partners that feature in THE MUM CLUB's member perks.

Loved by us



Gifted/Paid review



Members perks



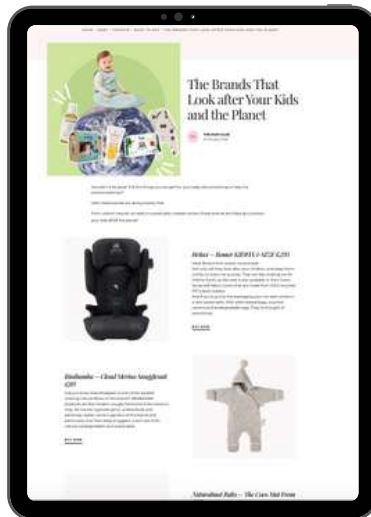
THE MUM CLUB. *Articles & Amplification*

Sponsored shopping and lifestyle content is created by our editorial team and promoted in our bi-weekly newsletter and social channels. We create retainers to seed product placements throughout numerous articles as well as producing singular sponsored content.

20%
CTR

52%
Open rate

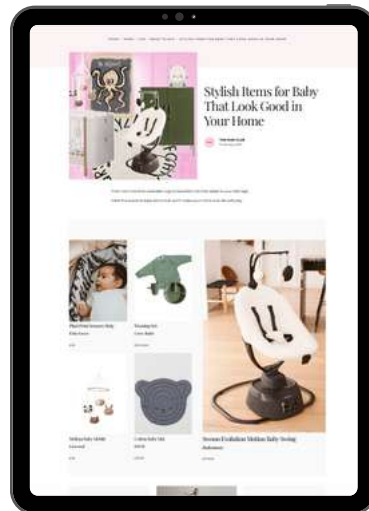
Shoppable Story



Paid product placement for:



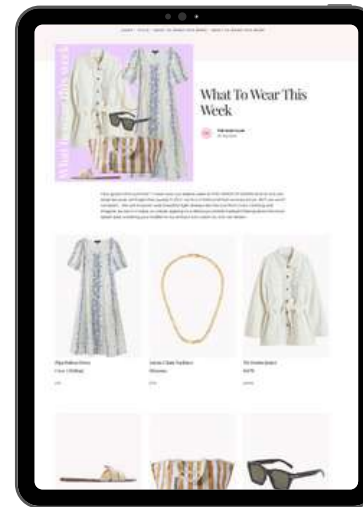
Shoppable Round Ups



Paid Product placement for:



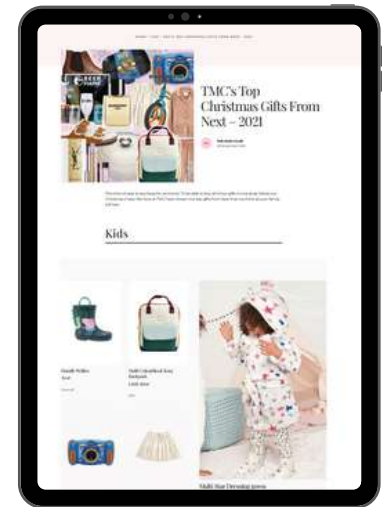
Fortnightly What to Wear



Paid Product placement for:



Solus Advertorial



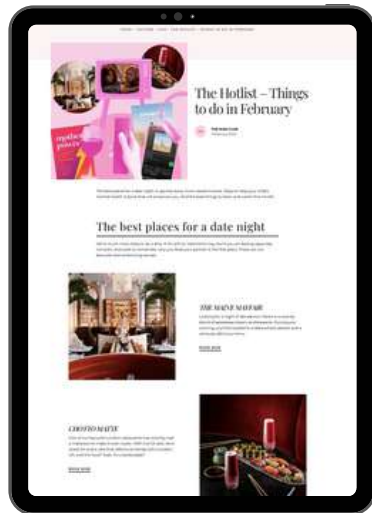
Sponsored article for:

NEXT

THE MUM CLUB. *Articles & Amplification*

Sponsored shopping and lifestyle content is created by our editorial team and promoted in our bi-weekly newsletter and social channels. We create retainers to seed product placements throughout numerous articles as well as producing singular sponsored content.

Monthly Hot Lists



Partnership amplified for:

naturalmat®

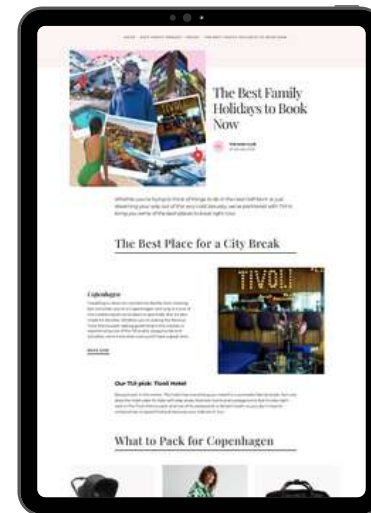
Family Recipe of the Week



Brand amplified for:

BY RUBY

Travel Advertorial



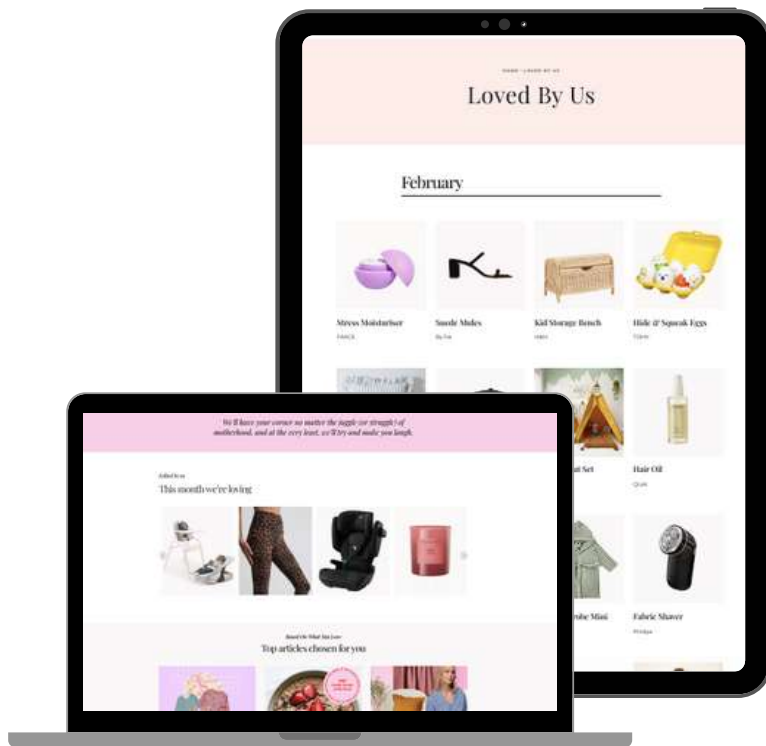
Brand amplified for:

TUI

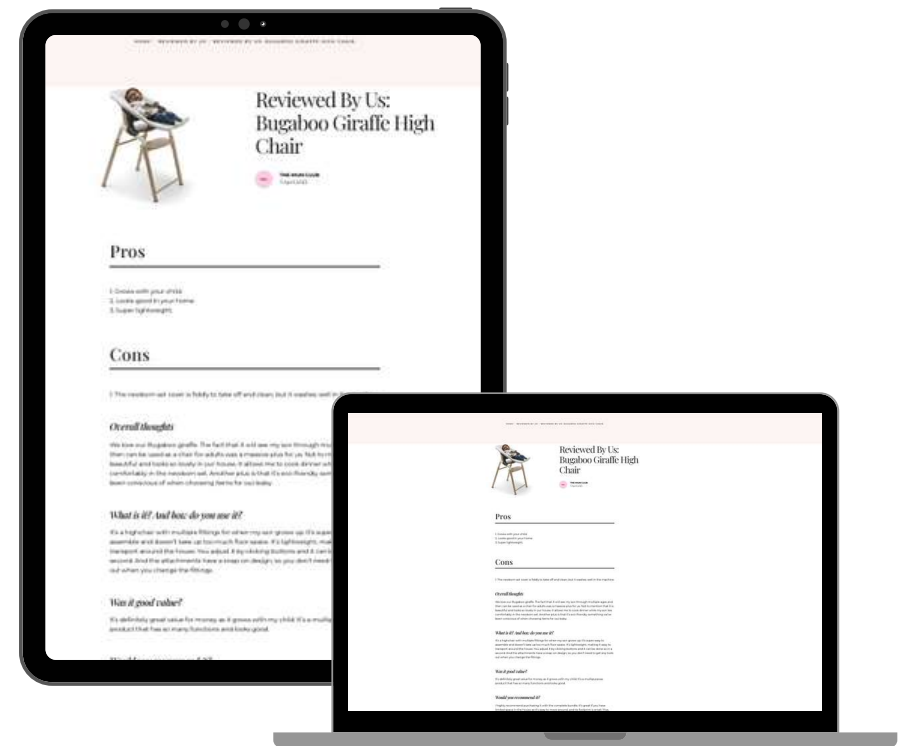
THE MUM CLUB. Buying Guides

Sponsored shopping and lifestyle content is created by our editorial team and promoted in our bi-weekly newsletter and social channels. We create retainers to seed product placements throughout numerous articles as well as producing singular sponsored content.

Loved By Us

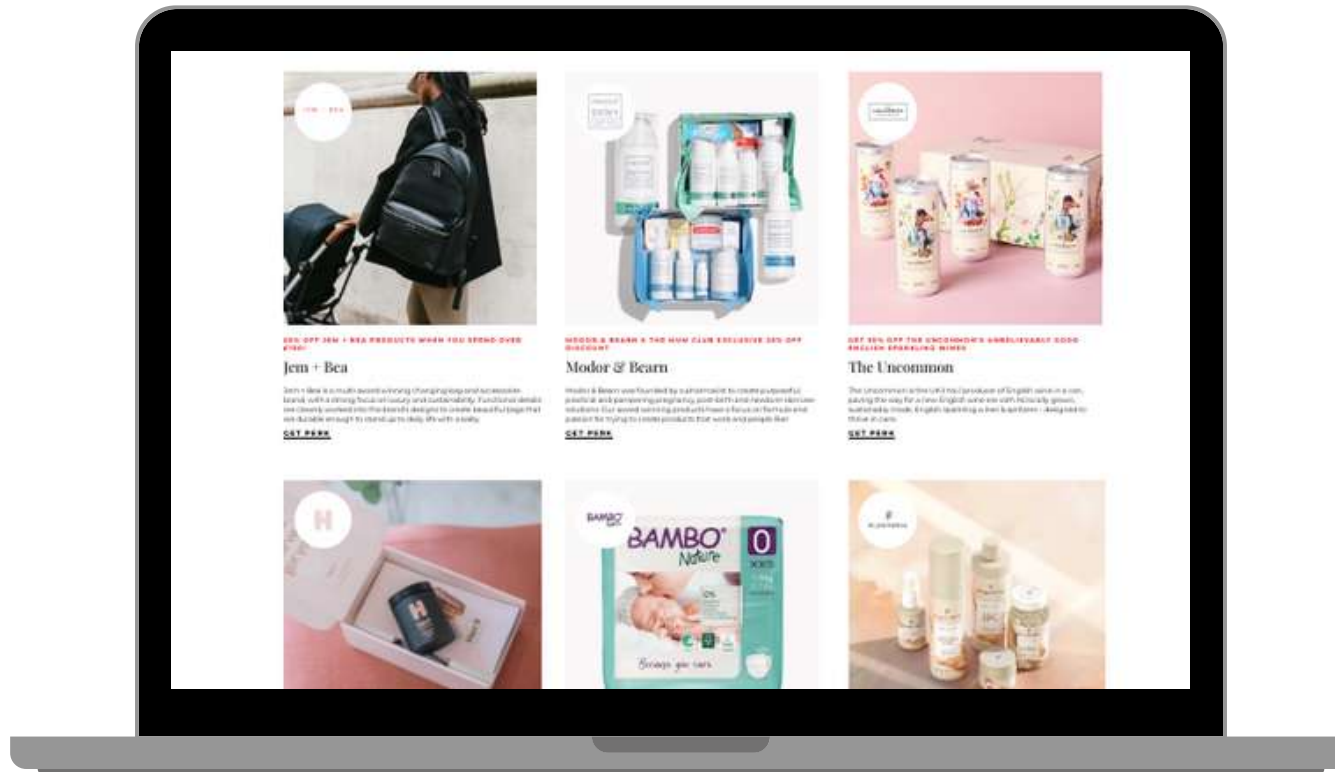


Reviewed By Us



THE MUM CLUB. *Members Perks & Amplification*

Our trusted selection of brands offer THE MUM CLUB subscribers exclusive promotions and discounts. This sits in the members' perks section of our site and is promoted on our bi-weekly emails.

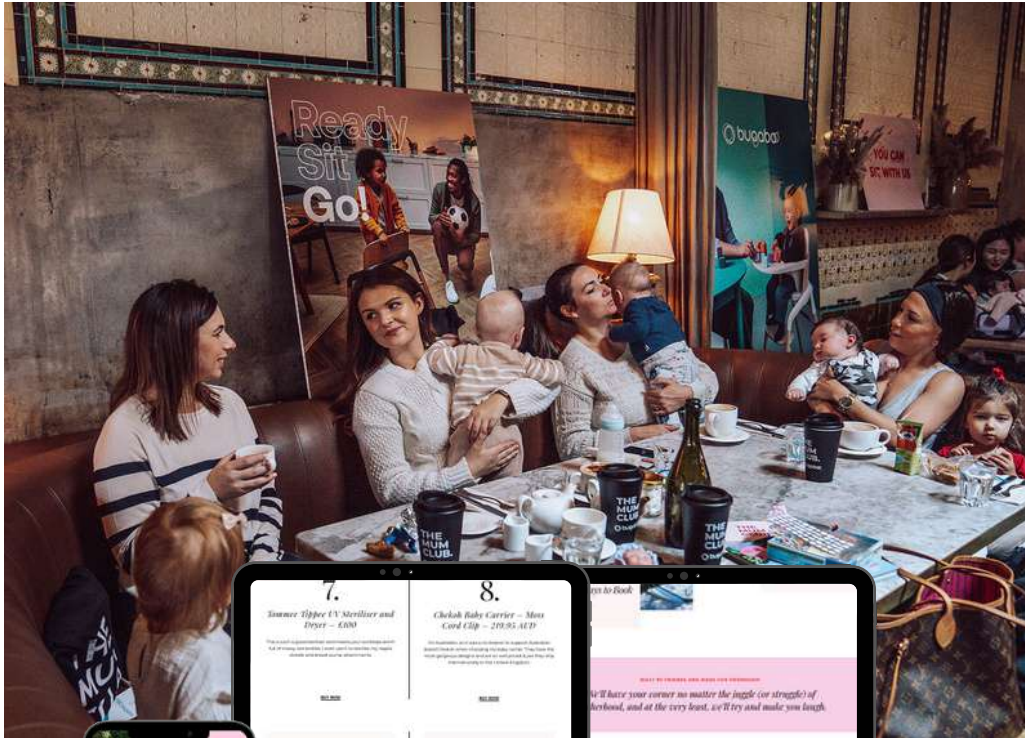


THE MUM CLUB. *Display Opportunities*

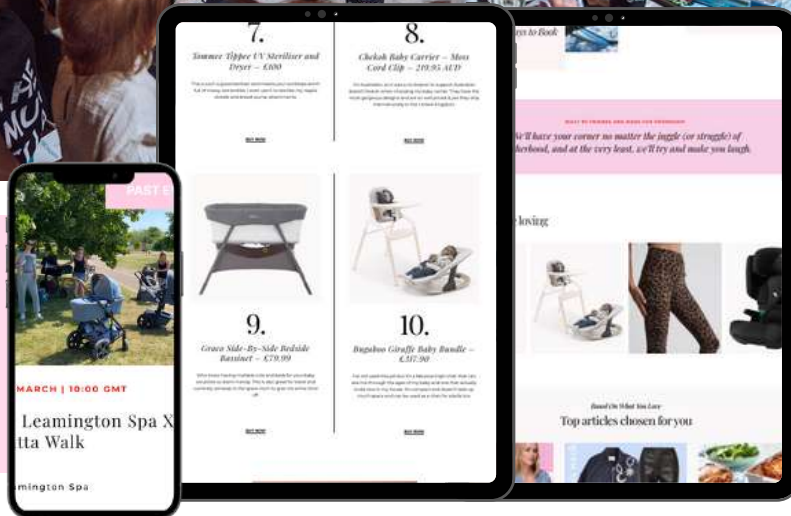
A display ad site takeover is set to a bespoke number of days.
Offering brand 100% SOV on all display units across all categories and pages. Also available for email display.



THE MUM CLUB. *Nationwide Events – A 360 Approach*



Create bespoke activity and promote your brand at our nationwide events. With our 360 approach, your brand will reach women in our community in every corner of the country. A real-life presence is supported with added online activity via Instagram, emails and themumclub.com.



191k

Social Reach

55

Events*

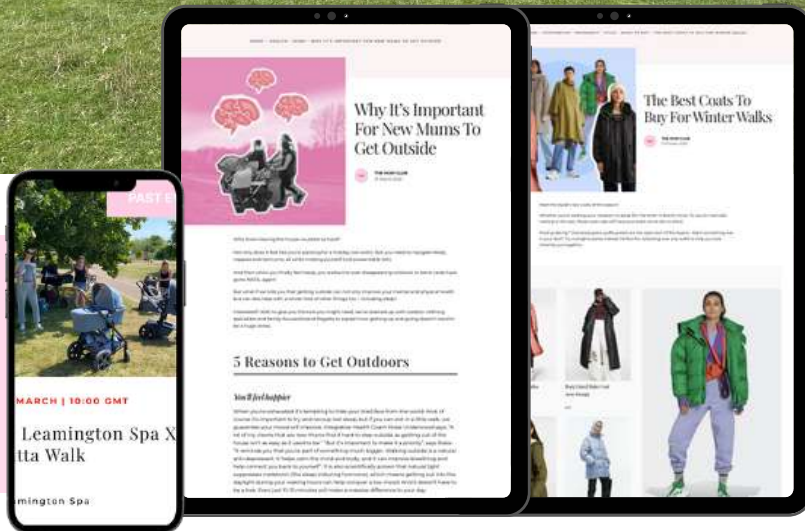
65K

Media Page Views

THE MUM CLUB. *Nationwide Events – A 360 Approach*



Create bespoke activity and promote your brand at our nationwide events. With our 360 approach, your brand will reach women in our community in every corner of the country. A real-life presence is supported with added online activity via Instagram, emails and themumclub.com.



191k

Social Reach

55

Events*

65K

Media Page Views

THE MUM CLUB. *Competitions – Site & Social*

Mainly spotlighted on our Instagram, competitions can feature on our site and newsletters.

1,800
Average Entry



Sign up to TMC
& win a £500 gift card
for La Coqueta Kids!

Plus get 15% off online, just for entering.

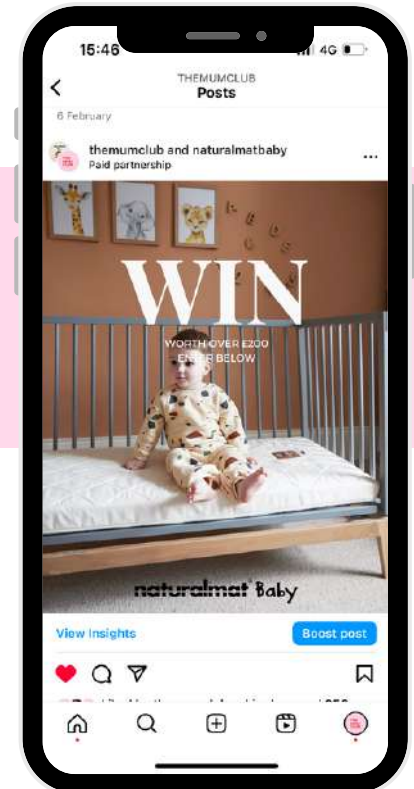
First Name

Surname

Email

☐ By submitting your information, you agree to signing up for TMC membership and receiving emails from both The Mum Club and La Coqueta.
[View Terms & Privacy.](#)

La Coqueta
PROUDLY MADE BY ARTISANS



THE MUM CLUB. *Social*

Showcase your products on our social media.

137,000
Followers
1.3 million
Reach

Grid post



Product of the month

Story



Loved by us

Reel



Solus

THE MUM CLUB. *What brands say about us*



TMC's Top Christmas Gifts
From Next – 2021



Expecting Or Know
Someone Who Is? Here Is
The TMC Team's Guide To
All Things Baby.

“ We absolutely loved Fridays events and thought they went really well! This is the first D2C event we have done and I felt the overall response and enthusiasm from the attendees was really positive!

Thank you again for all of your support and we would definitely love to do something like this again in future!

**Claire Fedigan, Bugaboo Senior Brand & Retail
Marketing Manager UK, ROI, AUS & NZ**

”

“ The team at The Mum Club. are simply wonderful – they truly understand their audience, all of whom are so organically engaged! We know that when we work with The Mum Club our products and brand messaging will be highlighted in a way that resonates with their following, delivering brilliant results.

**Alice Gregory, Senior Brand PR & Social
Content Officer Next**

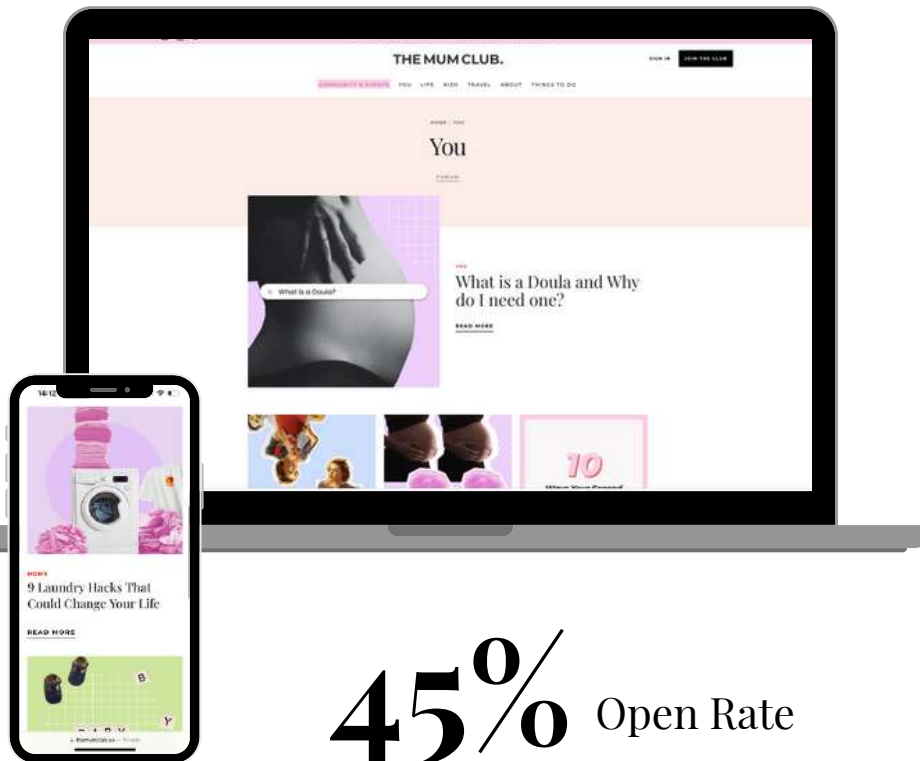
”

UAE Brand Opportunities

Bespoke events, promoting new products and increasing brand awareness.

THE MUM CLUB. *UAE Emails*

Our fortnightly emails are sent every other Wednesday. With a trusted voice, our newsletters reach a core targeted audience of women. Featuring articles, events and products that drive traffic to our site and social.

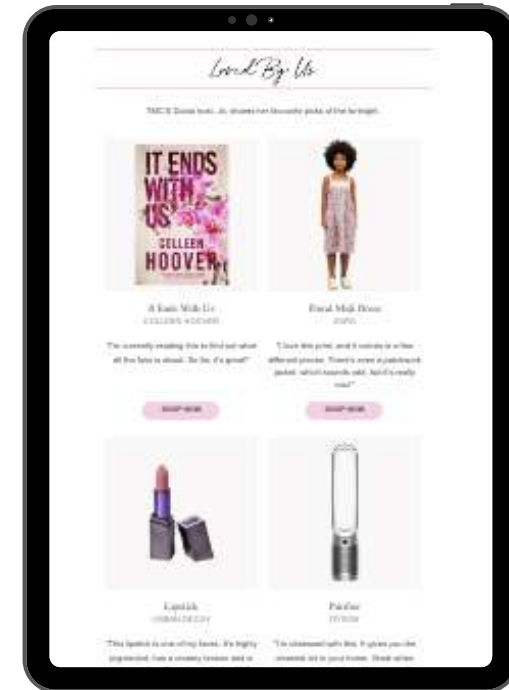


45% Open Rate

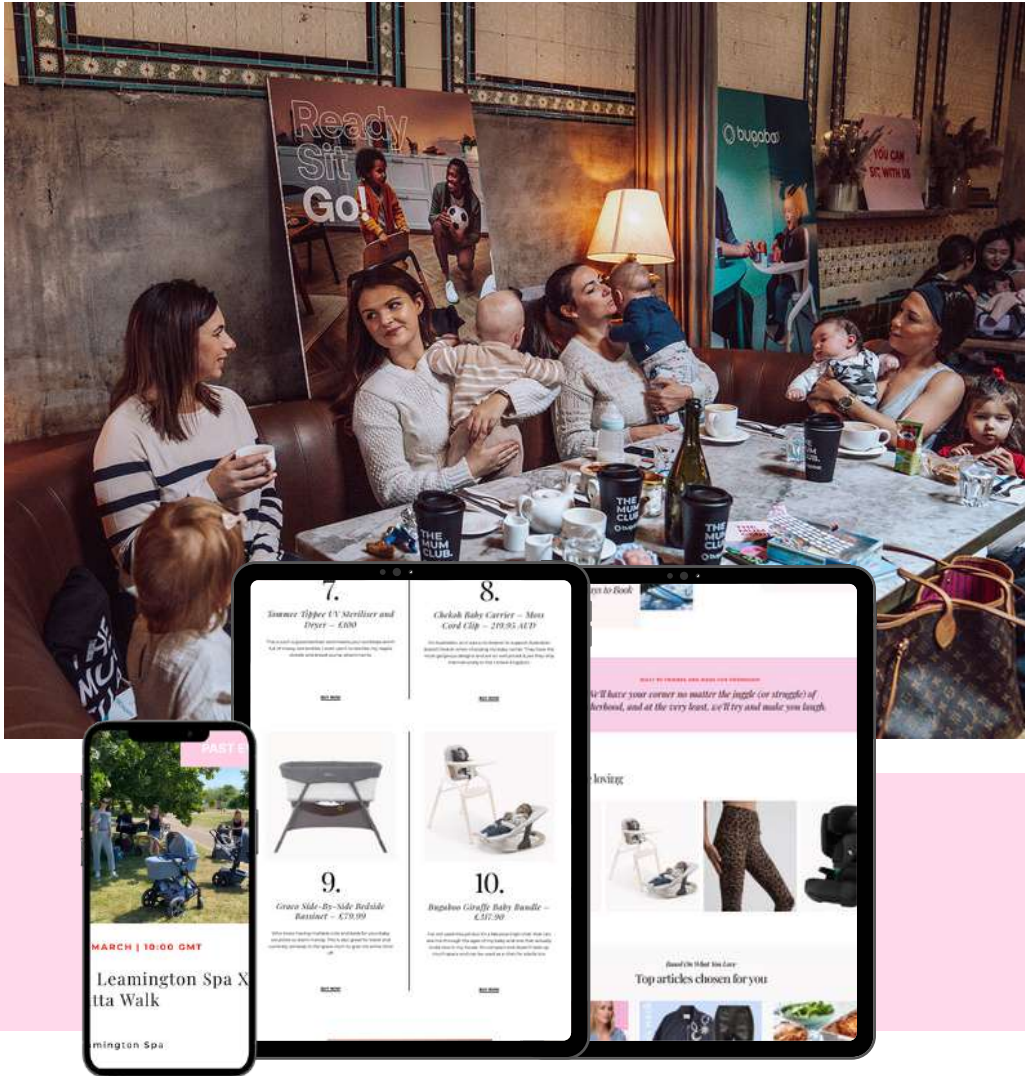
Thing to do



Loved by us



THE MUM CLUB. *Dubai Events – A 360 Approach*



Create bespoke activity and promote your brand at our events. With our 360 approach, your brand will reach women in our community. A real-life presence is supported with added online activity via Instagram, emails and themumclub.ae.

THE MUM CLUB. *Dubai Event Goodie Bag Sampling*

Be a carefully selected brand given to attendees at every THE MUM CLUB DUBAI event. Increase brand awareness and showcase your product to all our mums.



THE MUM CLUB. *Dubai Social*

Showcase your products on our social media.

Giveaway



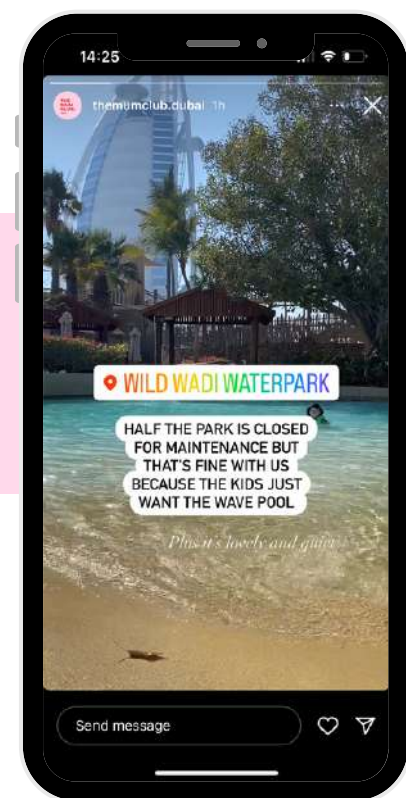
Grid post

Story



Loved by us

Reels



Things to do

THE MUM CLUB. *Contacts*

FOUNDERS

Lauren Webber
Co-Founder

Jessica Lawes
Co-Founder

BRAND PARTNERSHIPS

Charlie Rooney
Charlie@themumclub.com



Thank you