



# First Time Mums UK

FASTEST-GROWING NETWORK OF NEW MUMS

MEDIA KIT

# About First Time Mums UK

ONLINE COMMUNITY OF NEW MOTHERS

First Time Mums UK is the **fastest-growing new mum community** in the UK since 2020. The community has grown in size, with over **50k members** on Facebook and **22k+ followers** on Instagram. First Time Mums UK grows at **6% monthly rate** on Instagram and has over **150 new members on Facebook daily**.

Our community members are **new and expecting mothers** from diverse backgrounds living in the UK who have children with an average **age of 0-4 years**.



 **50K+**  
group members

 **22K+**  
followers

 **3.7%**  
engagement rate

 **35K**  
weekly reach

# Our Social Channels

## Facebook Community



### KEY METRICS

**50k+**

group members

**6%+**

monthly growth

**1500+**

new posts weekly

**100+**

daily posts asking  
for baby product  
recommendations

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### OUR AUDIENCE

**100%**

women

**60%**

25-34 yrs old

**100%**

UK

## Instagram



### KEY METRICS

**22k+**

followers

**35k+**

weekly reach

**3.7%**

engagement rate

**3%**

monthly growth rate in followers

## Motherhood.Blog



### KEY METRICS

**4k+**

Newsletter subscribers

**20%**

monthly growth

**5k+**

monthly visitors

**2k+**

individual blog reach

## BRANDS WE WORKED WITH

KIDDYKIND



L&M  
FOUNDATION  
"EARLY INTERVENTIONS"



mamas  
& papas



Sleepy Lambs  
Sleep Consulting



Heidi Rose  
LONDON

INOBRY

MAMA HUG

Ddrops



nanobébé

wren



HiPP  
organic

modibodi®

slumbersac

cozigo



Easy for you. Fun for baby.

momCOZY

POLARN O. PYRET

SLEEP ON THE GO



JOURNI

TickiT

melon

parent sense

For the Burrow



WHIRL

Carifit



Pabobo

Lark  
KIDS

Mini Bee

MATERNAL



SERENITY

nappy shak



My Friend  
Breath

Angelcare  
FOR YOUR PEACE OF MIND

hippychick

9plus1



Baa Baby

B:BADDO  
love curiosity



LittleLife®



Mama Bamboo  
PRESERVES THE BEST



splosh

hubble  
connected™

clevamama®



lennylamb



LITTLE  
STARTS  
GIFTCARDS

PURER  
MAMA

MINIMEIS



CLEAN  
LIVING  
clean with conscience

ivy wild kids

TINCTURE

eeny meeny



leclercbaby

mini &  
humble

Perici Maman  
LONDON • PARIS

## OFFICIAL SPONSORS

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## OFFICIAL CSR PARTNER

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To become our Official Sponsor or a CSR Partner,  
view [page 11](#) of this Media Kit.



# Our Product Offering

If you're looking to build brand awareness and/or drive brand consideration amongst a highly engaged audience, you've come to the right place.

## BUILD AWARENESS

Giving your brand a presence on First Time Mums UK and beyond to drive interest in a product.

## DRIVE CONSIDERATION

Encouraging users to start thinking about your product and looking for more information.

# Small Company Discount

We aim to provide support for smaller brands or those just starting to drive brand awareness and consideration at more affordable rates to foster your growth in the motherhood market. Discount applies to ANY individual promotion you choose. To be eligible, you need to meet 2 out of 3 following criteria:

- Revenue <£50,000 per year (applies globally)
- Less than 3 employees in the company (applies globally)
- Your company was set up less than 3 years ago (applies globally)



**20%  
OFF**



# Instagram Competition

Instagram competitions incentivise our social audience to engage with your brand and help drive a larger social following.

- Instagram competitions are held on the First Time Mums UK Instagram and Facebook channels (55k total audience)
- Users have to comment, tag friends and follow the brand's Instagram channel to enter
- TIP: The bigger the prize, the more entries you'll get
- The brand is responsible for sending out the prize, but we'll share the winner's details once the competition ends
- 1-time feature in our weekly newsletter

**KPI: 200-600 competition entries**

**£235**

**(2-week campaign)**

**£135**

**(24-hour campaign)**





# Facebook Group Competition

Facebook Group competitions incentivise our social audience to engage with your brand and help drive a specific marketing goal.

- Facebook competitions are great if your goal is other than social following, for example - newsletter sign-up, website/app sign-up etc
- Facebook competitions are held on the First Time Mums UK Facebook community (50k total audience)
- Users have to complete specific tasks to enter - discussed with a brand
- TIP: The bigger the prize, the more entries you'll get
- The brand is responsible for sending out the prize, but we'll share the winner's details once the competition ends
- 1-time feature in our weekly newsletter

**KPI: 200-600 competition entries**

**£235**

**(2-week campaign)**



# Instagram Campaign

Instagram campaigns incentivise our social audience to engage with your brand helping build product awareness and driving consideration.

- Instagram campaigns are held on the First Time Mums UK Instagram (19k total audience)
- The campaign includes 1 post/reel shared once and stay in our grid for 2 weeks
- In addition, the campaign includes Instagram Story with links to your desired landing page, and the Story is shared 4 times across the 2-week period
- Feature in our LinkTree for the campaign duration
- 1-time feature in our weekly newsletter

**KPI: 6,000 average campaign reach**

**£260**



# Facebook Group - Native Discussion

Native discussions provide a unique opportunity for a brand to engage with the First Time Mums UK community through conversation.

- Together, we agree a suitable discussion subject to start the conversation
- We find 10 mums who are part of our influencer network
- We instruct each of them to initiate a native discussion on our Facebook Group around your chosen topic (e.g. your brand or products)
- Brands can reply to user posts if they so wish
- 1-time feature in our weekly newsletter

**KPI: 4,500 post views and 80-150 comments**

**£450**



# SPONSOR

## Official Sponsorship

You can join us as an Official Sponsor for 1-year or 6-month period, giving you the following benefits:

- FREE promotional campaigns once a quarter
- 10% discount on any other promotions with us
- FREE product nominations in our yearly Best Product Vote Award (up to 3)
- PR exposure
- Your name and logo is displayed in our daily Instagram content with wording "This content has been sponsored by..."
- Continuous LinkTree discount and website feature
- Brand logo with link is displayed on our website in the section "Official Sponsors"
- Brand logo with link is displayed on our Instagram in the highlight "Sponsors"
- Continuous feature in our weekly newsletter

**£1,120**

**(6 months)**

**£2,240**

**(12 months)**





# Motherhood.Blog Campaign

Motherhood.Blog campaigns incentivise our social audience to engage with your brand helping build product awareness and driving consideration.

- Motherhood.Blog campaigns are held on the First Time Mums UK main website (Motherhood.Blog) and Instagram (22k total audience).
- The campaign includes 1 promotional blog in Motherhood.Blog (stays forever) and 1 post on Instagram (stays for 2 weeks)
- Feature in our LinkTree for the campaign duration
- 1-time feature in our weekly newsletter
- Choose from the following sections available in Motherhood.Blog: Motherhood, Pregnancy, Postpartum, Baby, Toddler, Home, Lifestyle & Beauty, Travel

**£270**





# Market Research

We conduct Market Research for your brand to understand better the topic of interest. As we have access to a large audience of new and expecting mums, we ask them to take part in the research study you need.

- We fully manage the research questionnaire for you by creating and distributing to users based on your requirements
- The timeline for each research survey is flexible depending on your brand needs
- We collect results and provide you with data within the required timeline

**KPI: 300-500 participants**

**£430**





# Influencers

Reach a wider audience beyond the First Time Mums UK platform by recruiting an influential voice from our influencer network.

- We recruit highly relevant influencers that meet the brief, whilst ensuring they
- Have strong engagement rates and a content focus that fits the campaign
- We find you 7-10 influencers with average followers of 2-10k
- We design marketing materials and distribute to selected influencers
- We provide influencers with marketing brief and campaign schedule

**KPI: 7-10 mini-micro influencers (2,000-10,000 followers each)**  
**Average combined followers: 51,000**

**£510**



# Weekly Newsletter Sponsorship

Sponsorship of a single edition of the First Time Mums email newsletter provides you with the direct benefits from our subscriber base:

- Our newsletter goes out every week to 4k+ engaged subscribers
- Sponsorship includes; two display insertions linking out to a desired landing page
- Minimum spend: £200 (or 4x newsletters) to ensure the best result

£50





## GET IN TOUCH

We look forward to hearing from you soon and establishing a long-term partnership!

[pr@firsttimemumsuk.co.uk](mailto:pr@firsttimemumsuk.co.uk)

<https://www.facebook.com/groups/firsttimemum>

<https://www.instagram.com/firsttimemumsuk/>

[www.firsttimemumsuk.co.uk](http://www.firsttimemumsuk.co.uk)

