

KiddyCharts Media Pack – Dec 2016



*“Must follow account
for parents on
Twitter”*

Huffington Post

530,000+ social fans

All About KiddyCharts

ABOUT KIDDYCHARTS

KiddyCharts was started by Helen Neale in Jan 2012 to offer parenting advice alongside free personalised children's charts. Helen, and the site have worked with a number of brands, from Netmums, to Visit Wales where her and her family starred in a video promoting Wales as a place for families to visit. The [KiddyCharts site](#) is an excellent way to get your products known within its niche family audience; parents of age tens and under. The site is well known brand amongst parents, trusted due to its stunning [charts](#), and free [printables resources](#), as well as a history of offering great advice to parents. Helen Neale works in digital marketing for a number of clients too .

KIDDYCHARTS IS

- [Top 100](#) influencer for mums (ranked 9th originally)
- Must follow account on Twitter for parents according to the [Huffington Post](#)
- Most influential parent blogger on Twitter according to [Tots 100](#)

- Top 20 parent blogger in the UK according to independent media organisation [Vuelio database of key influencers](#)
- [Finalist](#) for Britmums Brilliance in Blogging Awards 2015 in the **social media** category
- Finalist in 2015 [UK National Blog Awards](#) for best innovative company blog
- Top 30 (23) of Tots parent blogging index of 7,000 UK blogs (Dec 2016)
- Highly Commended (second) in the [Mum and Working](#) working parents blog award 2014. Finalist in 2015.
- Only chart site [recommended by Sue Atkins](#), ITV This Morning parent coach
- Low *bounce rate of 20-30%*. Visitors explore us looking at a few pages before leaving
- Edited by Helen Neale, who has a **professional certificate in social media** from the Institute of Digital Marketing, and is also community manager for [Truprint](#). Helen also assists [Channel Mum](#) (part-owned by ITV) and [Talk to Mums](#) within digital marketing.

Social Media

KiddyCharts has an excellent influence in social media including a **Klout of 71** and **Kred of 964** with an outreach of 10/12 (**Parenting: 990**), plus over 530,000 social media fans:



Facebook: KiddyCharts has over 14,423 fans. KiddyCharts is investing in Facebook advertising campaign for its presence resulting in engagement and fan growth.



Twitter: Since starting Twitter over a year ago, KiddyCharts has built a loyal following of c. 19,587 fans. Most follow for authoritative content on parenting, family life, social media and news about competitions; both ours and other brands.



Pinterest: KiddyCharts has over 530,000 followers and a number of parenting collaborative boards. My parenting tips collaborative board has nearly over 530,000 followers too. Impressions for pin from the KiddyCharts site is 60,000 – 80,000 DAILY.



Google Plus: KiddyCharts has reaped the benefits of being a first mover on G+; KiddyCharts' page is in 1,353 circles, with 10,218 profiles following Helen Neale's personal page. In addition, KiddyCharts is a moderator for a global parenting tips community which has c. 4,500 members.



Email Subscribers: The blog and site are popular within email and RSS; KiddyCharts has over 6,000 registered email subscribers on the site. These visitors receive weekly . Open rates are c. 15-20%.



Instagram: KiddyCharts shares photos with c. 2,800 followers on this platform regularly; from family travel advice, competitions, to products we love, and play or crafting, as well as sneak peaks into the chaos of KiddyCharts homelife!



YouTube: In 2015, KiddyCharts was selected as a channel to watch by [Channel Mum](#), part-owned by ITV, a new vlogging venture showing the honest face of parenting. The YouTube channel is focused on providing free reviews, advice and resources for real mums, and has over 1000 subscribers.

Work With Us

WAYS TO WORK WITH KIDDYCHARTS →

We can work with brands in a number of ways. Do drop us a line, as we would love to work with you.

Previous clients include Avent, Netmums, Britmums, Micro Scooters, Joules Clothing, Learning Resources, LG, Disney, and Co-operative Food. If you would like further info on our traffic statistics or rates, please contact me helen.neale@kiddycharts.co.uk.



- Sponsored posts, Competitions, Reviews, Twitter Parties (hosted for Britmums and Tesco previously), Social media exposure and bespoke solutions as required by brands looking to target her audience
- Bespoke printable and articles focused on YOUR BRAND, including your logo. Our [printables](#) do well on all our channels as this is a key focus both for the site and the YouTube channel, e.g. [BP printable](#)
- Management of social media competitions using our third party app, Gleam
- Video blogging is the next big thing, and as a Channel Mum vlogger, we can help get your brand a video makeover. We can work with you, and you can even get an intro to some of the other great mums on the Channel Mum books too.
- Email promotion to our 6,000+ strong mailing list, and other advertising opportunities on the website
- Social media management and advice; Helen has a **professional certificate in social media** with the institute of digital marketing. She has considerable experience from helping Truprint, Talk to Mums and Channel Mum with their social media, and running KiddyCharts. She can assist with campaign ideas, execution and strategy, particularly for companies in the parenting sector looking to develop blog and social media activities.