

REAL PARENT MEDIA KIT

REALPARENT.CO.UK
Hello@contentmother.com



hi!



LUCY CLARKE / FOUNDER

Real Parent is a UK parenting and lifestyle blog founded by Lucy Clarke.

The Real Parent blog was born whilst Lucy navigated her way through parenthood, with the aim to document it in an honest and up-front way.

Lucy's aim is to help parents to feel more normal by sharing the reality of parenting. You'll find real, authentic talk about post natal mental health, childhood allergies, pregnancy, breastfeeding and lots more.

Lucy's posts makes her readers cry, laugh, and feel like they're not alone.

VISITOR DEMOGRAPHICS

- 43% Are UK Based (90% England, 6% Scotland, 3% Wales, 1% N. Ireland)
- 29% Are USA Based

WEBSITE STATS (PER MONTH)

- Unique Pageviews: 9,700+
- Unique Readers: 8,200+
- Organic Traffic: 89%

DOMAIN STATS

- Domain Authority (DA): 22

SOCIAL MEDIA STATS

- Pinterest: 1M Monthly Views, 300+ Followers
- Instagram: 4.4K+
- Facebook: 2.1K+

MOST POPULAR THEMES

- Pregnancy
- Allergies
- Mental Health
- Toy Reviews
- Days Out

MOST POPULAR CONTENT

- Cloth Nappies Guide
- 23 Truths Of Having A Child With CMPA
- 10 Real Signs Of Early Pregnancy
- Paradise Wildlife Park Review
- New Mums: Why It's Vital To Be Kind To Yourself

Collabs with...

Real Parent has worked with many well-known brands:



COLLABORATE WITH US

WEB Realparent.co.uk
EMAIL Hello@contentmother.com

Featured in...

Real Parent has been featured in many popular publications:

BBC
BREAKFAST

BBC
NEWS

Brit
Mums

emma's
diary

SelfishMother
Blog

@Lifehack

HUFFPOST

elite daily

THE
GOOD MEN
PROJECT

Your tango

Other Content Mother Sites...

Content Mother runs these popular blogs:



REAL PARENT

Parenting
Lifestyle
Toy Reviews



REAL WEDDING

Weddings
Wedding Planning
Honeymoons



BQ MAGAZINE

Business
Marketing
Tech



PLEASURE PRINCIPLE

Business
Marketing
Tech



ROCKET + RELISH

Food
Drink
Blogging



HOMES ETC.

Homes
Interiors
Property



CONTENT MOTHER

Blogging
Content Marketing
Social Media



REAL LIFE

Blogging
Lifestyle
Relationships

We're looking
forward to
working with
you

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