

Quality Opt In Data

Be at the top of the promotions page and advertised throughout the Mumsnet site through MPU and Leaderboards

An audience reach of 8.1 million unique users a month and 78 million page views a month. 58% of users have at least two children and 79% of users bought a product after seeing it.

The Mumsnet competition will also be showcased on our Winning Moments website, newsletter (27K Subscribers) and social media platforms - Facebook (18K Followers) Twitter (20K Followers)

Our Last Mumsnet Competition Received:

5,558 Entries  
1,159 Opt in Data

20.85% Ratio compared to national average 1-2%

Opt In Data Capture

Brand Awareness

Online Traffic

Brand Engagement

Dedicated Personal Account Manager

In House Social Media Team

In House Production Team

New Customer Acquisition

## Examples

## Assets

Each brand will receive:  
1 Image  
1 Logo

Up to 100 words of copy, URL leading directly to the brands website offer codes an optional embedded video



## Featured In:

Mumsnet Daily Newsletter  
(196,000 Subscribers)

Mumsnet Monthly Competitions  
(133,000 Subscribers)

Mumsnet Money Saver  
(209,000 Subscribers)

Tweet on Mumsnet per Competition  
(133,000 Followers)

MPU & Leaderboards Of The Whole Comp To Roadblock Comp Page

Packages from £3K - to find out availability & reserve your space please call us 01752 764241