



ZOE GEORGE THE SUBTLE MUMMY

AS SUBTLE AS A BRICK IN THE FACE

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The Subtle Mummy is anything but, she tells it like it is with #nofilter.

She has a Masters of Teaching and a Degree in Fine Arts so can be very eloquent in the way she describes things, just chooses not to at times.

Zoe is a mother of two, Ari, 4 and Ambrosia, 2 and loves talking about all the taboo subjects that come with motherhood and being a wife. You may never see her taking life too seriously because she's a firm believer that life is as fun as you make it. Enjoy her journey through life being a fun mum and a prankster wife who loves to stir her husband every chance she gets.

AUDIENCE

92% female

85% Aged 25-44

86% Australian based

Highly engaged on Facebook and Instagram

WHAT THEY LOVE TO READ ABOUT

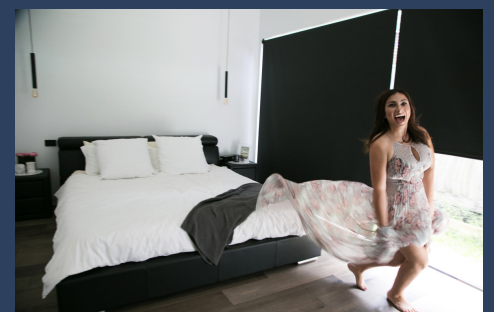
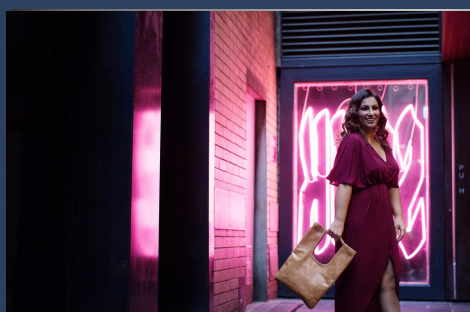
Child friendly product reviews

Family Discussions

Parenting Advice

Women's Health and Beauty

Fashion



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The Subtle Mummy fans love to connect and engage with us on social media. Our Facebook page and Instagram accounts are great ways to share your brand with our audience.

We are happy to discuss with you in more detail on collaborations, competitions and product reviews.



Working with bloggers is a creative way to deliver a unique promotion of a brand and see immediate results through social media and blog articles.

You may already know that creative blogging and social media is considered to be one of the most prolific and effective ways to build an engaging relationship with customers, creating an opportunity for genuine and tangible interaction with your company, services, or establishment.

SERVICES OFFERED

Sponsored Posts
Custom Content Creation
Brand Ambassadorship
Giveaways/Sampling
Social Media Campaigns.



25,000 + MONTHLY PAGE VIEWS

15,500 + MONTHLY UNIQUE VISITORS

 14,049 FANS



8,542 FOLLOWERS

AS FEATURED IN









80s 90s & NOW




BRANDS I'VE WORKED WITH



design your body







LITTLE BOO-TEEK
CELEBRATE · CREATE · INSPIRE











THE ALL IMPORTANT RATES



\$120 PER INSTAGRAM POST



\$500 PER BLOG POST - INCLUDES
CROSS PROMOTION ACROSS SOCIAL
MEDIA PLATFORMS

COMPETITION HOSTING AND
PROMOTION - \$ P.O.A
ATTENDING EVENTS - \$P.O.A
BRAND AMBASSADOR - \$P.O.A



\$170 FACEBOOK POST
\$250 FOR BOTH INSTAGRAM AND
FACEBOOK (+STORIES 2500 VIEWS)