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# Jodine Boothby

BUSINESS AND FAMILY BLOG  
MEDIA KIT

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JODINEBOOTHBY.COM  
JODINE@GUMMEE.LIFE

Social media followers: 178,500



## Introduction

Hi there!

I'm Jodine, published author and founder of the award winning brand Gummee Ltd - the premium baby teething brand and home of the Worlds First, multi-award winning Teething Mitten, the original Gummee Glove.

My husband and I run Gummee from a unit under our home in Cornwall.

We love sharing news and information related to babies, parenting and mental health. We are very passionate about social media, as our brand would not be where it is today without it.

Over the last two years, I have been doing a weekly live video on a Wednesday called Gummee tea time on the facebook page and instagram. During those video's I regularly talk about other nursery brands and demo their products (please see previous brand collaborations below) and more recently I've had more and more requests to do stories and swipe up's too, which I share across both facebook and Instagram.

I have a good engaged following and I interact with my audience daily. We have worked very hard to get to where we are and feel we could do a lot more for others as well as our own brand and we're looking to work with nursery and children's brands, as well as any brands that fit within parenting, particularly Motherhood.

Please get in touch if you'd like to work with us!

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Tel: 07989 433350

Facebook: @gummeeteething @gummeemummee  
Instagram: @gummeeteething @gummeemummee  
Twitter: @gummeeuk @gummeemummee

# Gummee

## Mummee



## ABOUT

Gummee was established early 2012, and we've been chronicling events surrounding life as a family business, with a focus on babies and parenting since 2016.

Most of the blogging/vlogging takes place in stories and live video's across Gummee social media.

## SERVICES OFFERED

- Social Media Promotion
- Sponsored Posts
- Product demonstrations
- Contests and Giveaways
- Story video's & swipe ups
- Feature on Gummee tea time, hosted across Gummee social media (over 166k followers)
- Dedicated video, posted at optimum posting time

## METRICS

- Facebook: 145k Fans  
Engagement rate varies between 0.3 and 8%
- Twitter: 5k Followers
- Instagram: (2 accounts)  
25k Followers  
Engagement rate: Between 0.34 and 5%

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# Reach

Facebook weekly reach:  
700,000

Instagram weekly accounts  
reach: 6900

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# DEMOGRAPHIC

Facebook:

UK 56% Women 25 - 34,  
24% 34-44

Gender: 98% Women

Live video reach:

2 - 4k views

Stories views: Upto 1500

Instagram:

UK, 58% Women 25-34

Gender: 90% Women

Story views: Up to 900



## PRICING - (negotiable)

Dedicated video, streamed live to facebook and instagram at optimum posting time £300 + VAT

Video on stories including unboxing, demo's and swipe up on Facebook and instagram, £160 + VAT

Gummee tea time feature £50 + VAT

## MEDIA - Gummee story related

The Sun

The Daily Mail

ITV West Country

BBC Spotlight

The Guardian

BBC Radio Devon

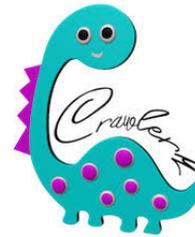
BBC Radio Cornwall

Free Radio

# Gummee

Mummee

## Previous Collaborations





## Feedback/Reviews



"Jodine has kindly demonstrated The Thumble on a number of occasions with passion and ease. She provides lots of information to the viewer and as I don't like to get up in front of the camera, I'm always confident Jodine will do a fantastic job. She a great advocate and supporter of other small businesses and their baby brands."



"We were very happy with all the efforts made by gummeeteething, very detailed and precise and covered all the points we would have spoke about and outlined for potential buyers. We gained lots of followers and had some very nice comments so we would definitely recommend"



Jodine Boothby – Gummee Mummee – influencer, reviewer, trusted brand owner and genuine 'real' person

"If you are fortunate enough to have your product or service reviewed by Jodine, you are already on your way to gaining a massive leg up in terms of engaged audience and interested viewers. Jodine is not only fair, but she is honest and genuine too and that shines through in her reviews. Her followers love her, and for very good reason, as she is personable and exactly the right mix of professional and approachable. Any time you have the good luck to get a shout-out on Jodine's social media accounts you'll be very glad. I highly recommend working with Jodine."