

Toby & Roo

Sharing the wins & woes of parenthood.

WWW.TOBYANDROO.COM • HARRIET@TOBYANDROO.COM • 07817963918



Harriet Shearsmith

tobyandroo.com
harriet@tobyandroo.com

// ABOUT THE BLOG

Toby & Roo is a **parenting and lifestyle blog**, aimed at sharing the wins and woes of parenthood. **Voted No1 Baby & Toddler blogger by Aldi & Tots100**, the brand has grown from strength to strength, with a combined audience of over **30,000 engaged monthly readers** and an additional **120,000 social media followers**. Toby & Roo **reaches approximately 1.2 million people every month**, with a **73% female audience between 25-45 with children**.

Harriet is a self-certified coffee addict, mum bun wearer and firmly believes in candidly sharing parenthood, warts and all.

SOCIAL REACH >>>



- 84.9K+ / @tobyandroo
- 20.8K+ / @tobyandroo
- 12.7K+ / @tobyandroo
- 7.2K+ / @tobyandroo
- 300+ / Email Subscribers

TARGET audience

Intelligent, professional and creative women between the ages of 25-35.

Predominant geographical demographic is in the UK, with secondary in the USA.

Monthly Blog Stats

(Average)

58,000+
Page Views

30,000+
Unique Visitors

1.85
Pages/ Visit

// SPONSORSHIP & SERVICES

Sponsored blog content, Social Media Promotion, Brand Ambassadorship, Social Media management, Banner Ads, Product Reviews/Giveaways, Freelance Writing

// BRANDS I'VE WORKED WITH

Toby & Roo has collaborated with brands such as Primark, Tesco, Johnson & Johnson, Pampers and more.

