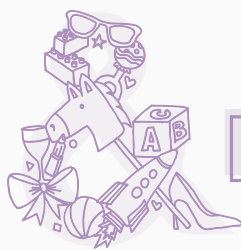


# RATTLE MUM



## RATTLE & MUM

Rattle and Mum is an award-winning parenting blog and website that is written with integrity, humour, creativity and heart. The site is run and written by Tanya Kovarsky, a former magazine editor (including Living and Loving), newspaper journalist and copywriter, who now works in PR and communications. The site features competitions, tips, trends, beauty, fashion and tech reviews, topical features and insights, and includes readers' interactions and stories.

## THE RATTLE & MUM READER

She is a mom, or pregnant, or a woman who wants to be a mom one day, or a woman interested in cool stuff. She's into all aspects of womanhood and motherhood, and loves looking after herself as much as she does her kids. For laughs, she enjoys the humorous posts. For inspiration, she likes the real-life stories. For guidance, she enjoys the product reviews, parenting tips and "expert" stories. For herself, she reads the beauty and fashion features, and enters the competitions.

## RATTLE & MUM IN THE MEDIA:

**RADIO:** Co-host on Cliffcentral's tech show, interviews on Classic fm, Chai fm, and Radio Highveld






**TV:** Interviews on 3Talk, Great Expectations, CNBC's Women on Wealth

**PRINT:** Fairlady, True Love, Your Pregnancy, Your Baby, Living and Loving, Discovery Magazine

## THE RATTLE & MUM OFFERING

Rattle and Mum accepts advertising from brands or services that Tanya loves, sees a synergy with, or would pay for herself. Tanya can write about your product or service, and feature your banner or ad – she is happy to design something for you, as well as conceptualise campaigns and posts. Since every client or service is different, rates are dependent on each campaign and budget. For rates and more information, please email [Tanya@tanyakovarsky.com](mailto:Tanya@tanyakovarsky.com)

## READERSHIP

-  DAILY EMAIL SUBSCRIBERS: 1 350
-  TWITTER FOLLOWERS: 7 533
-  FACEBOOK LIKERS: 16 710
-  INSTAGRAM FOLLOWERS: 1 862
-  YOUTUBE SUBSCRIBERS: 260

## RATTLE & MUM HAS COLLABORATED WITH:

- GOOGLE
- KELLOGG'S
- HUGGIES
- PHILIPS AVENT
- WOOLWORTHS
- TSOGO SUN
- JOHNSON'S BABY
- NIKE
- CLUB MED
- FORD
- LIBERTY LIFE
- MOMENTUM
- NETCELLS
- LEGO

