



MEDIA KIT

MAMABELLA

— EVERYDAY BEAUTIFUL —

www.mamabella.uk

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VICTORIA WOOLLASTON-WEBBER, FOUNDER

[mamabella](#) is a health and beauty website aimed at everyday people — those of us with dark circles, fine lines, blemishes, oily skin, thinning hair, bingo wings, wobbly bits, and more.

Makeup should empower people, not intimidate. Taking care of yourself is not about ego, it's about confidence.

When our founder Victoria struggled to find a sense of identity after experiencing postnatal depression, she realised she wasn't alone. Determined to empower herself, and others, Victoria wanted to help anyone who was feeling this way, and mamabella was born.

Our ethos is to create an approachable, friendly, and accessible beauty site aimed at anyone who is short on time, short on money, and who doesn't feel like the beauty industry "sees them".

DEMOGRAPHICS

- 65% of readers reside in the UK; 11% in the US. We also have regular readers in Australia (2.6%), Canada (2.4%), and across Europe
- 78% of readers are female
- 49% of readers are aged 25-44

STATS

- 2.5m+ Monthly Google Search Impressions
- 56,000+ Monthly Pageviews
- 51,000+ Unique Pageviews
- 43,000+ Unique Monthly Users
- 11,800+ Newsletter Subscribers
- 962+ Facebook Likes & Followers
- 1,265+ Instagram Followers

ADVERTISE

[mamabella](#) offers advertising and sponsored content packages

- Newsletter adverts: Rate starts at £10 CPM
- Sponsored content: Rates depend on content type and needs
- Website and social collaborations: Rates depend on collaboration type and needs

**PLEASE EMAIL SALES@MAMABELLA.UK FOR
A QUOTE OR TO DISCUSS YOUR NEEDS**

REVIEWS

Want us to review your product?

We would love to! We take a science-led approach to our makeup and skincare reviews (read more [here](#)) and all reviews are independent and honest.

We do not accept paid-for reviews

We are happy to return products, on prior agreement. Any products that can be donated to beauty banks are given to people in need, or recycled.

CONTACT

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ADDRESS 5 Hatton Street, HP22 7AL



MEDIA KIT



LOOKING GOOD

www.mbman.uk



**VICTORIA WOOLLASTON-WEBBER,
FOUNDER**

MBman is an online health, grooming, and wellbeing magazine for men.

Just like our sister site, mamabella, we take a science-led, inclusive approach to product reviews and in-depth features about skin, hair, mental health, and more.

We cut through marketing hype and noise to help people who identify as male become more informed about the grooming industry and take control of their looks and lives.

While building mamabella's audience, our founder Victoria found that few sites are dedicated solely to male grooming. Many brands cover the topic, but few devote their entire online or offline space to it.

Our ethos is to create an approachable, friendly, and accessible site aimed at men who are short on time, short on money, or who are taking their first steps into the world of grooming, skincare, haircare and men's makeup.

DEMOGRAPHICS

- MBman is aimed at men of all ages, skin types, budgets and locations
- The site officially launched in April 2021 and we will update this panel as reader numbers and more specific demographic data becomes known

ADVERTISE

mbman.uk offers competitive advertising and sponsored content packages

- Newsletter adverts: Rate starts at £10 CPM
- Sponsored content: Rates depend on content type and needs
- Website and social collaborations: Rates depend on collaboration type and needs
- As part of the wider MB Group, campaigns can be run across both mamabella and MBman's websites, social channels and newsletters where appropriate

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