

IN THE PLAYROOM



intheplayroom.co.uk

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ABOUT

In The Playroom is a kids activities and family lifestyle blog written by London based mum of 3 boys, Anna Marikar. The site focuses primarily on children's crafts and play ideas but also features family recipes, family day out and movie reviews alongside parenting tips and more.

Our family includes mum Anna and Dad Mohammed, both in our late 20s, along with Z age 6, T age 5 and R age 3. We love sensory play, family movies and exploring the UK and beyond.

I am passionate about sharing simple and fun kids crafts and activities that are accessible to all, and don't call for lots of expensive equipment, and hope that In The Playroom can continue to grow as a resource for parents to turn to when looking for ways to keep their little ones entertained.

Featured in the [Top 10 Parenting Accounts To Follow On Twitter](#) on the Huffington Post.



READERSHIP

Traffic (April 14th -May 14th 2015 shown as per Google Analytics)

Monthly Unique Visitors 118374

Monthly Unique Page Views 149706

Total Monthly Page Views 557689

Ranking

Tots 100 #5

SOCIAL

[Pinterest](#) 250k+

[Facebook](#) 13.1k+

[Twitter](#) 10.6k+

[Instagram](#) 3k+

[G+](#) 2.8k+

Full Google Analytics export available upon request

DOMAIN

Domain / Page Authority 44 / 49

Alexa Rank 201395 (global)

DEMOGRAPHICS

94.7% female

Age 25-44

SERVICES

- Sponsored Posts
- Hosting Giveaways
- Social Media Amplification
- Twitter Party Hosting
- Product / Day Out / Travel Reviews
- Attend Film Screenings & Events
- Hosting Printables and Infographics
- Hosting Sponsored Guest Posts
- Writing Guest Posts for your site
- Providing Quotes for Editorials

PRICING

Typical rate per sponsored post is £200-250

Social media amplification from £25-100

Rates are flexible depending on the specifics of each project. To discuss your needs please contact anna@marikar.net

PREVIOUS WORK

These are just a few of the brand campaigns that I have enjoyed working on recently.

[Twinnings Drink It All In](#) [Springtime Bento for Collective Bias](#) [Parenting Hacks for TSB Bank](#)

[Greek mythology craft for MakeItApp](#) [Giveaway for Travelodge](#)

[Easter Egg Bunnies for Bostik](#)

