

# IN THE PLAYROOM



[intheplayroom.co.uk](http://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.



## READERSHIP

**Traffic** (March 2015 shown as per Google Analytics)

Monthly Unique Visitors	95, 868
Monthly Unique Page Views	122, 291
Total Monthly Page Views	716, 104

### Ranking

Tots 100	#4
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## SOCIAL

<a href="#">Pinterest</a>	224k+
<a href="#">Facebook</a>	12.5k+
<a href="#">Twitter</a>	10.2k+
<a href="#">Instagram</a>	2.8k+
<a href="#">G+</a>	2.8k+

Full Google Analytics export available upon request

## DOMAIN

Domain / Page Authority	42 / 49
Alexa Rank	201395 (global)
Google Page Rank	3

## DEMOGRAPHICS

94.7% female
Age 25-44
Strong readership in US, UK & Canada

## SERVICES

Sponsored Posts  
Hosting Giveaways  
Social Media Amplification  
Twitter Party Hosting  
Product / Day Out / Travel Reviews  
Attend Film Screenings & Events  
Hosting Printables and Infographics  
Pinterest Consultation  
Display Advertising

## 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](mailto:anna@marikar.net)

## PREVIOUS WORK

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

[Twinings 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](#)

