

savvy dad

MEDIA PACK SUMMER 2017

OLLY CATOR



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UK PARENTING - MONEY SAVING - FAMILY LIFESTYLE

WHY WORK WITH ME?

My name is Olly, I'm 36 years old, I live in Norfolk with my wife and two young children. I have a passion for family finance and parental advice. Anything to make a parent's life more affordable and easy. I write about money-making, consumer tips, product value and anything that ultimately makes our lives better. I have a professional background in Early Years and Primary Education.

MY MAIN AUDIENCE

80% FEMALE
(AGE 25-34)

20% MALE
(AGE 25-34)

110,000+

AVERAGE SOCIAL
MEDIA REACH PER
MONTH

3,200+

UNIQUE VISITORS
PER MONTH

4,100+

AVERAGE PAGE
VIEWS PER MONTH

MEDIA APPEARANCE / SPEAKER FEE

DERIVATIONS OF £350 PER FULL DAY
SOMETIMES WAIVED IN EXCHANGE FOR PUBLICITY



16,810 FOLLOWERS



780 FOLLOWERS



1,118 FOLLOWERS

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HOW WE CAN WORK TOGETHER

FREELANCE

Content Writing For Clients

£100-£200

SPONSORED POST

Hosting Client Posts/PR/SEO

£150-£250

SOCIAL MEDIA

Per platform promotion

£50 fb & insta / £20 twitter