

BROOD
EDITION 1 - APR 22

breaking
OUT OF SOCIETY'S
PARENTAL
MOULDS

SARAH JAYNE DUNN
& **JON SMITH**

BROOD
EDITION 2 - MAY 22

BROOKE VINCENT
ACTRESS & MUMPRENEUR

BROOD
EDITION 3 - JUN 22

"DON'T
WATCH THE PERSON
IN THE NEXT LANE
SLAY IN
YOUR OWN
LANE"

MICHELLE
GRIFFITH-ROBINSON OLY
MUM OF 3, OLYMPIAN, LIFE COACH & SPEAKER

BROOD
EDITION 4 - JUL 22

"I GAVE BIRTH
AND WENT
BACK TO WORK
2 WEEKS LATER!"

CHEMMY ALCOTT
MOUNTAIN MUMMY, 4 X OLYMPIAN,
BBC PRESENTER, INSPIRATIONAL SPEAKER,
PODCASTER, SKI COACH

BROOD
EDITION 6 - SEP 22

"...I LOVE TAKING ON **NEW**
CHALLENGES AND PUTTING
MYSELF UNDER PRESSURE!"

HELEN SKELTON
ON HER CAREER, MOTHERHOOD,
AND CHANGING THE NARRATIVE

BROOD
EDITION 5 - AUG 22

"YES, I AM A MOTHER,
BUT I AM ALSO STILL
CATH, AND AN
ACTRESS"

CATH TYLDESLEY & TOM PITFIELD
SHARE THE NEWS OF CATH'S INCREDIBLE CAREER
OPPORTUNITY OVERSEAS, THAT WILL LEAVE TOM
'HOLDING THE BABY'.

BROOD
EDITION 7 - OCT 22

"...I'VE NOT GOT **FEAR** OF
FAILURE, I'VE GOT
A FEAR OF REGRET!"

KELVIN & LIZ FLETCHER
ON CAREERS, PARENTHOOD,
AND LIFE ON THE FARM

BROOD
EDITION 9 - JAN 23

"...WHY
SHOULDN'T
I **WORK**
FULL TIME,
WHEN I
LOVE
MY JOB?!"

REBECCA ADLINGTON OBE
ON LIFE BUILDING HER BUSINESSES,
WHILST JUGGLING HER BROOD!

BROOD
MAY 2023

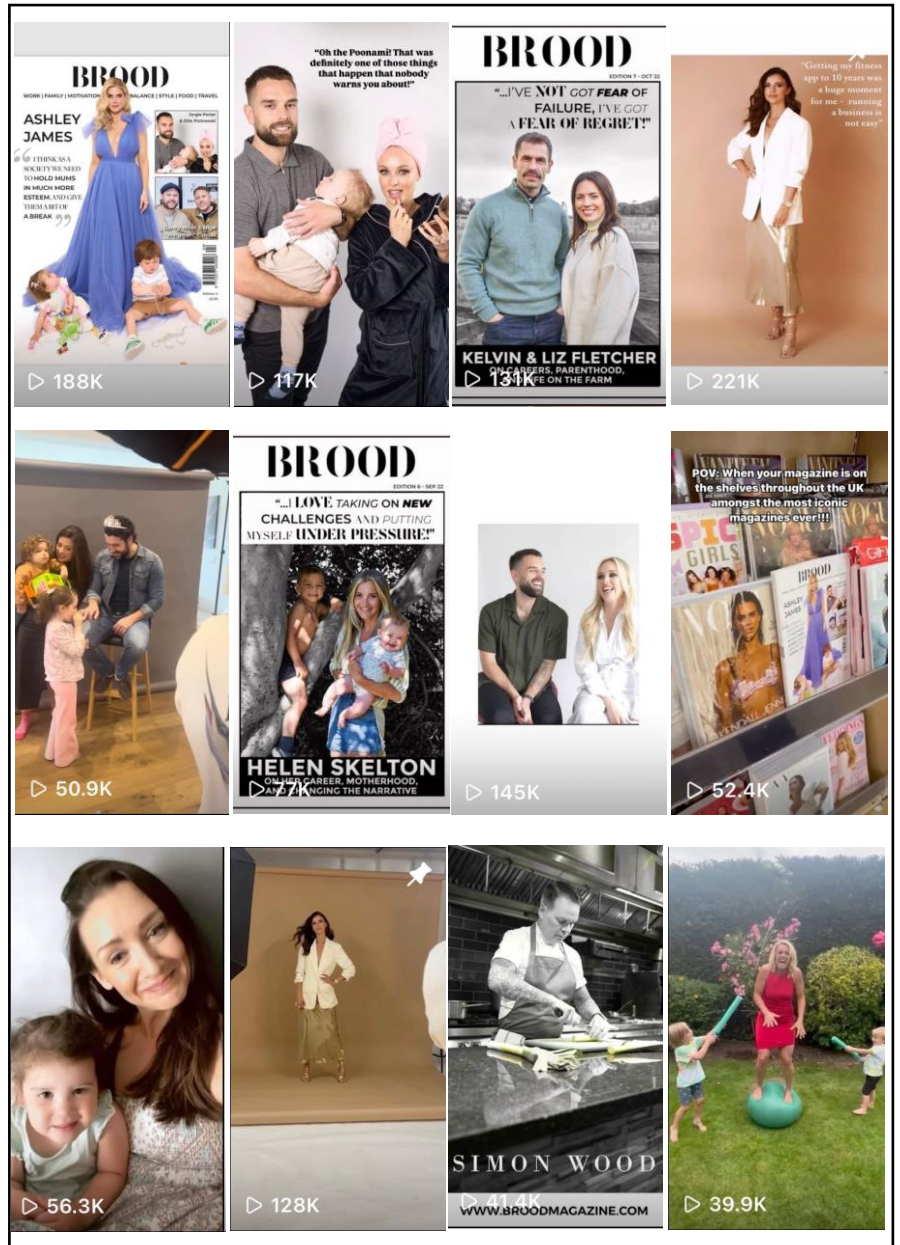
"CHILD CARE CAN BE SEEN
AS A 'DIRTY WORD',
BUT THERE IS ABSOLUTELY
NOTHING WRONG WITH IT!"

SALLY LINDSAY
ON JUGGLING FAMILY LIFE AND
A SUCCESSFUL CAREER & BUSINESS

BROOD MEDIA PACK & STATS

JAN 2025

SOME OF OUR COLLABORATIONS



"We absolutely love working with the BROOD family! It's been so exciting to see the growth of the magazine from the moment we were first approached to partner with them. And it truly does feel like a partnership. Lolo, Rob and Tom recognise the value of working together in a collaborative way and they are full of exciting ideas and opportunities for developing our partnership. Above all else, they are authentic and act with real integrity whilst being great fun to work with. BROOD appeals to real people, experiencing the realities of parenting and working and we at JMW are proud to work with them and wish the magazine every success."

- Elspeth Kinder, Head of Family Law



OUR PRINTED REACH (in 12 months)



OVER 10,000 IN CIRCULATION EACH QUARTER. WE ALSO DISTRIBUTE TO...



CHAMPNEYS



JPMORGAN CHASE & CO.



INCLUDING:

- WH Smith (Nationwide)
- Independent Newsagents (Nationwide)
- London Heathrow Airport, London
- Holborn Gate, London
- One Carter Lane, London
- Champneys Henlow, Bedfordshire
- Champneys Tring, Hertfordshire
- Savills, London
- Shroders, London
- Nirvana, London
- Ragdale Hall Spa, Leicestershire
- The Life House, London
- The St David's Hotel & Spa, Wales
- Whittlebury Hall, Northamptonshire
- Five Lakes, Essex
- Morgan Stanley, London
- HSBC Bank, London
- JP MORGAN, London
- JMW, Manchester
- Credit Suisse, London

*With more being added monthly!

...WITH MORE ADDED TO THE LIST DAILY



In the past 12 months...

WE'VE REACHED OVER 1.5 MILLION users ON **INSTAGRAM**.

↑ WITH AN **INCREASE** OF 55.4% from last year

↑ Over 200k on Facebook 34% growth

↑ We have a growing mailing list of over 5000 active users

WE'RE ACTIVELY GROWING A NETWORK OF WORKING & ENTREPRENEURIAL PARENTS

Last 90 days ▾

18 Oct - 15 Jan

452,393

Views

1.3% from ads

18.9%
Followers



81.1%
Non-
followers

Accounts reached

228,335

By content type

All

Followers

Non-followers

Reels



Stories



Posts



LAST QUARTER WE REACHED...

Event count

92K

↑ 61.0%

New users

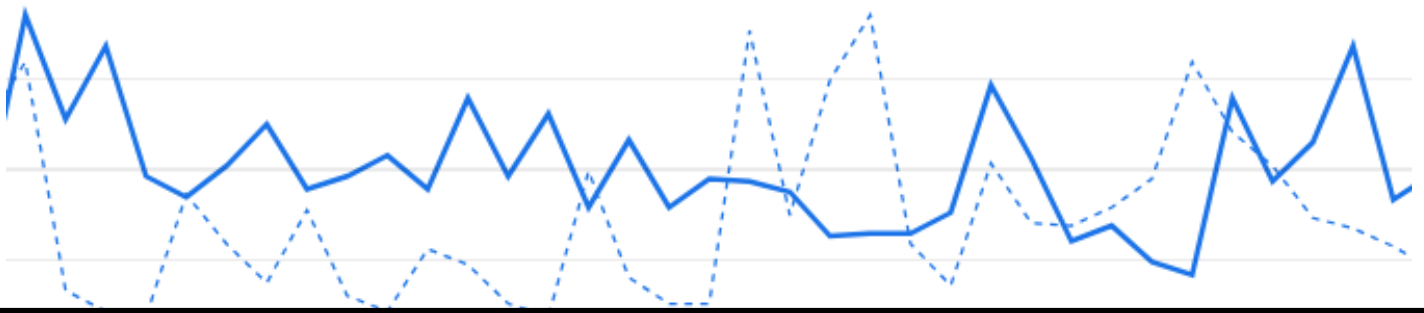
18K

↑ 55.2%

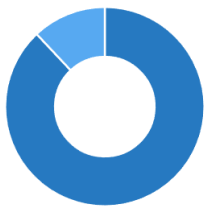
Engagement rate

59.8%

↑ 45.6%

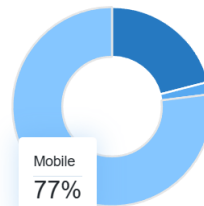


New vs. Returning Visitors



● New 88%
● Returning 12%

Device Breakdown



● Desktop 21%
● Tablet 2%
● Mobile 77%

IN 6 MONTHS:

<input checked="" type="checkbox"/>	1	United Kingdom	15,164
<input checked="" type="checkbox"/>	2	United States	4,736
<input checked="" type="checkbox"/>	3	Australia	1,360
<input checked="" type="checkbox"/>	4	Poland	1,349
<input checked="" type="checkbox"/>	5	Canada	790
<input type="checkbox"/>	6	Ireland	489
<input type="checkbox"/>	7	Germany	407
<input type="checkbox"/>	8	New Zealand	321

BROOD

WORK | FAMILY | MOTIVATION | BALANCE | STYLE | FOOD | TRAVEL

Lucy-Jo Hudson
on the struggle of the juggle!
Interview with Childs Farm Founder Joanna Jenson

Shakira Akabusi
on Motherhood Movement

SIMON SQUIBB
The EMPOWERMENT Edit with Sarah Jayne Dunn
ON SHAKING UP THE SYSTEM

What's Your DREAM?

Edition 6 £5.99

ELEVATE YOUR BRAND WITH **BROOD**

We created **BROOD** with the aim to build an empowering network that all working parents and Parentpreneurs can relate to. Packed with informative content designed to inspire, inform and motivate our readers, our exciting content includes motivational celebrity and real-life interviews, and parent tips for work-life balance and more.

BROOD is available in both print and digital platforms; BROOD's glossy Magazine is released every quarter.

WANT TO LEARN MORE ABOUT OUR **PARTNERSHIPS?**

advertise@broodmagazine.com

www.broodmagazine.com/



BROOD

LIVE

2025

MANCHESTER & LONDON

WWW.BROODLIVE.COM

BROOD LIVE & EVENT SPONSORSHIP

(AVAILABLE ON REQUEST)



BROOD LIVE MANCHESTER

LIFE CHANGING!

THE SPEAKERS WERE SO INSPIRATIONAL & REAL. SUCH A LIFT FOR US
BUSY PARENTS/BUSINESS OWNERS

...AND THE ENERGY IN THE ROOM – WOW!

THANK YOU, TEAM BROOD! CAN'T WAIT FOR THE NEXT ONE!

BROOD IS ALSO AVAILABLE DIGITALLY ON:



PRINT ADVERTISING RATES (Per Quarter, VAT Incl.)

<u>SIZE/POSITION</u>	<u>RATE (£)</u>
FAMILY SECTION	
DPS	900
Full single page	550
MOTIVATIONAL SECTION	
DPS	900
Full single page	550
FOOD SECTION	
DPS	900
Full single page	550
WORK SECTION	
DPS	900
Full single page	550
TRAVEL SECTION	
DPS	900
Full single page	550
BALANCE SECTION	
DPS	900
Full single page	550
STYLE SECTION	
DPS	900
Full single page	550

DIGITAL ADVERTISING RATES (Per every 30 days, incl. of VAT)

GENERAL POST	100
FAMILY SECTION	
1. Header Top Page Banner	300
2. Middle Page Banner (1)	250
3. Footer Page Banner	200
MOTIVATIONAL SECTION	
4. Header Top Page Banner	300
5. Middle Page Banner (1)	250
6. Footer Page Banner	200
FOOD SECTION	
7. Header Top Page Banner	300
8. Middle Page Banner (1)	250
9. Footer Page Banner	200
WORK SECTION	

10. Header Top Page Banner	300
11. Middle Page Banner (1)	250
12. Footer Page Banner	200
TRAVEL SECTION	
13. Header Top Page Banner	300
14. Middle Page Banner (1)	250
15. Footer Page Banner	200
BALANCE SECTION	
16. Header Top Page Banner	300
17. Middle Page Banner (1)	250
18. Footer Page Banner	200
STYLE SECTION	
19. Header Top Page Banner	300
20. Middle Page Banner (1)	250
21. Footer Page Banner	200

We created **BROOD** with the aim to build an empowering network that all working parents and Parentpreneurs can relate to. Packed with informative content designed to inspire, inform and motivate our readers, our exciting content includes motivational celebrity and real-life interviews, and parent tips for work-life balance and more.

BROOD is available in both print and digital platforms; BROOD's glossy Magazine is released every quarter.

**WANT TO LEARN MORE ABOUT
OUR PARTNERSHIPS?**

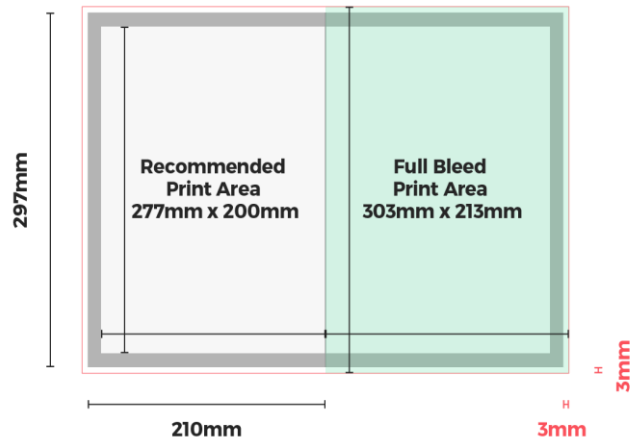
advertise@broodmagazine.com

www.broodmagazine.com/

PRINT REQUIREMENTS

PAGES

- Your page dimensions must be 210mm (w) x 297mm (h) for a full single page (2480px x 3508px)
- Your page dimensions must be 420mm (w) x 297mm (h) for a DPS (4960px x 3508px) 10-15mm in the centre margin



MARGINS & BLEED

- Please add 3mm bleed to your advert
- We recommend leaving a 10mm margin
- If your images are intended to go off the page and you don't include 3mm bleed you may end up with an inconsistent white margin when the document is cut
- It's possible to print across spreads however please leave a 10-15mm margin in the middle to account for the fold

IMAGES

- 300dpi recommended
- CMYK or greyscale provides the best results
- Black and white photos and artwork can be set to print CMYK or greyscale
- All blacks are printed in CMYK so blacks can be set to print either 100%K or rich black
- Colour profiles – you can use any generic CMYK colour profile.
- Please rasterise gradients as sometimes they can print differently to when they were viewed on screen.
- Please send the artwork as a print ready pdf.
- No printers marks required.

**Please remember that colours may not look as bright and vibrant as they do on screen.*

WEBSITE BANNER SIZES

If your package includes a website banner, please use the following:

- 1920px x 927px (png or jpeg) – Please also provide the URL you'd like the banner to refer to.

If you have any questions, please email Rob or Jess: info@broodmagazine.com

NB: IF YOU DON'T ALREADY HAVE ARTWORK FOR YOUR ADVERT, A BESPOKE QUOTE CAN BE PROVIDED UPON REQUEST