

MEDIA KIT

Mrs Tink



ABOUT THE BLOG

Mrs Tink is a brand new blog which has only been live for 1 year. During that time it's grown very fast averaging 150 new readers a week and with 6.3k followers on Facebook, 7.6k on Instagram and 1.5k+/month website visitors. Her average weekly post reach on Facebook is 20k and over 28k hits on Wordpress. It's growth has exceeded all our expectations and we have been overwhelmed with its popularity.

STATISTICS

FACEBOOK
FOLLOWERS
6.3k

FACEBOOK
REACH
101k+/mo

INSTAGRAM
FOLLOWERS
7.6k

WEBSITE
VISITORS
1.5k

WEBSITE
PAGE VIEWS
3.5k+/mo

LINKS

Website: <http://mrstinkblog.com>

Facebook: www.facebook.com/MrsTinkBlog

Instagram: www.instagram.com/mrstinkblog

READER FEEDBACK

"I love how you keep it real. And talk about topics that sometimes are a little taboo. I love how you want to inspire other people to live happy, healthy and fabulous lives. I love reading your reviews and getting up to date and current information on the latest and greatest stuff out there. I love reading a blog that makes me laugh out loud. (And the giveaways don't hurt either!)"

"I love the positive messages you always have. It is truly refreshing to see."

"I love your page because even when I'm feeling down you make me smile & sometimes even make me laugh"

"Oh Mrs Tink what do I think is my favourite thing? Is it your smile, those lashes or nails, Or is it those real, incredible tales? Is it the morning smoothie shout, or the inspiration to workout. Is it your humour that makes me laugh in snorts, or is it those gorgeous 'Mrs Tink' shorts. So many favourite things, you really put no foot wrong, Which shows in a following of 25 hundred strong! Congratulations!"

"I love that you keep it real. You show yourself on the journey of getting fit not just the outcome where you look great. You show your mummy life and admit when you're tired and don't pretend to be super mum even though you probably are. It's nice to see something real."

ABOUT NATALIE

Hi name is Natalie Tink or as many call me Mrs Tink, I'm new to the world of writing and blogging as my background is Media, Marketing and Publishing. I own a national Magazine and a number of websites. In 2012 I was crowned Sunshine Coast Young Business Woman Of The Year (although I'm still waiting on the crown!)

I'm a wife married to Brad (Babe) AKA Mr Tink, a mother to (Super) Kooper AKA Master 6 and London (Lundy Undies) AKA Miss 1. My little family are my everything and we have a lot of fun together despite our crazy lives of juggling home life and business.

A few things you should know about me is I suffer from having no filter, crying during TV adverts and laughing as people fall or trip. I'm a career woman who is also extremely passionate about family but let's also be clear I'm no Betty Crocker despite my efforts. I'm the first one drunk, the first to swear and always the first to call you by your dogs name instead of your own.

I love anything pink, and diamonds, I love to celebrate everything and anything and call my 3 dogs ridiculous names all ending their names with bakery items while singing them songs made especially for them. I also have songs for each of the kids and like to end their names with cat.

"I am a newbie to your page and love the fact that everything you post is real stories and life experiences and we were both feeling the same the day we went in to have surgery (had mine done in Dec), I now accept that it is the best thing I have ever done for myself."

I'm convinced Victoria Beckham and I could be BBF's if she just gave it a go, then I could also fulfil my other dream of having Elton John sing me to sleep every night. I still believe in magic and Santa, especially the North Pole and feel I was the forgotten elf despite my Amazonian height.

I've love fitness and being healthy but I also love my chocolate & champagne! I'm happiest having high tea, eating tiny sandwiches and drinking out of tiny cups.

I love to overdress for every occasion but also feel track pants and ugg's are perfectly acceptable to do the shopping in. I love a good story and have been known to enhance the details to get a laugh and I once provoked with that laugh will chat your ear off!

I love nothing more than a good jig despite me dancing like Mr Bean and I have a serious addiction Singstar.

So welcome aboard this ride where you will either love or hate me but either way I'm sure you will have a good giggle whether it be with or at me.

BRAND PARTNERSHIPS

I want to work with people who are connected with health and wellness, sports and fitness and beauty and fashion. People who have a passion for their brand and product. I am happy to be a brand ambassador for a company, reviews, sponsored posts, giveaways are all available.

BRANDS PREVIOUSLY WORKED WITH



TESTIMONIALS

"We love Mrs Tink coming into Mia Bella Beauty Salon for her treatments. With Mrs Tink having such a busy lifestyle, it is great to know that Mia Bella has achieved our goal of relaxing and pampering her every time she comes into the salon. Knowing that she walks (or floats) away from the salon is amazing.

The reviews Mia Bella have had on the Mrs Tink Blog have been great, it is awesome for Mrs Tink to share her experience she has had with us here at Mia Bella and then offer her blog followers the same treatment she has received." **Mia Bella**

"Mrs Tink's blog has been one of the best marketing activities Lovely Lashes has undertaken! The blog has given Lovely Lashes the ability to connect with so many ladies from our target demographic in a fun, easy and conversational way.

Natalie and her team are so professional and easy to work with. I simply know that each feature will present my business with brand integrity and result in customers and real business"

Lovely Lashes

"Having the opportunity to work with Mrs Tink in December 2014 was one of the best decisions I have made. Her blog and ultimately her brand appeals to such a wide range of women. Her fun style and sense of humour has been a great win for my own business.

Since collaborating with Mrs Tink I have not only increased in followers but have had the opportunity to present my products to a larger clientele that I wouldn't have been able to do it if it wasn't for Mrs Tink. I just love teaming up with Mrs Tink and her team and I can't wait for what is in store in the future with Mrs Tink."

Hyams Beach Candles

"Mrs Tink did an incredible job, she has a fantastic way with words and I feel she represented our brand exactly how I would have liked her to."

Tastebuds Gifts

ADVERTISING RATES

Monthly rates are listed below. 6 month and package agreements can also be arranged at a discounted rate. Product placement is done at no cost in exchange for goods and services.

6 month Brand
and Promotional
Partnership
\$99/mo

Detailed single
Product Review
and Giveaway
\$150

Social Media &
Brand Campaign
prices start at
\$165

Emcee and
Event Presenting
services from
\$220

GET IN TOUCH

Want your brand in front of women who are mothers, career women, fitness lovers, beauty and fashion fans?

Email: pr@mrstinkblog.com

Rebecca Sandon, PR and Brand Manager

Phone: 07 5437 7605

Address: PO BOX 1671 Buddina, QLD 4575

