



# Cuddle Fairy

Family Lifestyle, Travel, Positivity

## CUDDLE FAIRY STATS

---

**51,000 FOLLOWERS &  
GROWING DAILY**

---

**DOMAIN AUTHORITY 36  
PAGE AUTHORITY 50**

---

**10,000 AVERAGE  
MONTHLY PAGE VIEWS**

---

**MULTI AWARD  
FINALIST, TOP 20 UK  
BLOGGER**

---

## Parenting Lifestyle & Travel

*www.CuddleFairy.com*

CuddleFairy.com is a 5-year-old website with a DA of 36 and PA of 50. It is a highly-ranked website and an excellent platform to host your review.

Cuddle Fairy is a Top 20 UK parenting blog that focuses on parenting lifestyle and positive thinking. This unique blend of content has drawn an engaged and genuine following of over 50k.

Cuddle Fairy's creator, Becky O'Haire is from New York and now lives in the scenic West of Ireland since 2006. She has an Irish husband and 3 kids (two boys aged 13 & 10 and one girl aged 7).



# Let's get social

Cuddle Fairy has popular social media networks with engaged followers on Instagram, Facebook, Twitter, YouTube and Pinterest.

Cuddle Fairy's social media has grown in popularity over her 5 years by sharing the beautiful West of Ireland, travel, reviews and family lifestyle.

In October 2019, Cuddle Fairy's Instagram account with 39,000 followers and 5 years of networking, was hacked and held at ransom by the hacker. It was unable to be recovered by Facebook and a new Instagram page was started. The response to the new Instagram page has been amazing and it is quickly growing.

The majority of Cuddle Fairy readers and followers are women in the UK, Ireland & USA.

**Instagram:** Life in Ireland, our family travels, reviews, fashion. Average Post: 4,000 impressions

**Twitter:** Quotes, travel reviews & fashion. Average Post: 2,000 impressions

**Facebook:** Quotes, travel, reviews, life in Ireland. Average Post: 3,000 impressions

**YouTube:** Travel & reviews. Average Views: 7,000

**Pinterest:** 46,000 monthly views.

## Cuddle Fairy was a Finalist!



### SOCIAL FOLLOWING

25,000 TWITTER

10,600 FACEBOOK

10,600 INSTAGRAM

2,500 YOUTUBE



# Working Together



## WAYS TO WORK TOGETHER

---

### Website Review

---

### YouTube Review

---

### Social Media Shares

---

### Brand Ambassador

---

We can work together in a number of different ways including:

- product or experience review on website
- brand ambassador
- social media coverage
- YouTube review

We love to travel as a family. Travel coverage can include from the following:

- announcement of travel on website and socials to bring interest.
- live updates via Instagram story
- daily Instagram, Facebook and Twitter posts
- blog and YouTube review after the trip

Let me know what your brand is about and we can tailor a campaign to suit.

**Email for more information:**

[becky.cuddlefairy@gmail.com](mailto:becky.cuddlefairy@gmail.com)

## Sample Travel Stats



*Coverage from a one week stay (initial numbers):*

160,000 impressions from permanent social media posts

2k views on blog reviews

9.3k YouTube views

Hundreds of comments, engagement, and interest from followers

*Reviews from the above stay:*

<https://www.youtube.com/watch?v=gGajBXgYIv0> (click to watch)

<https://www.cuddlefairy.com/kiani-beach-resort-chania-crete-our-family-stay-review-all-inclusive-resort/> (click to read)

