

# THE MUM CLUB.

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The Mum Club is a national network of franchised local clubs where women connect through motherhood.

Alongside our events, we deliver a unique, mum-focused newsletter with a highly engaged and dedicated readership, creating a supportive and inspiring community both online and offline.



# 55,000 members

70+ local franchised clubs

1500 tickets sold per month

125 sign ups a day

46.14% newsletter open rate

390k total social followers

# Audience

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98%

women

0-5

Age of kids

22-40

Average age

1-2

Average number  
of children

# Audience Insight

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‘For me TMC has been such a confidence boosting social. Nothing existed like this with my first.. so i absolutely love attending. I’ve made such a lovely friend and we have two children at the same age and are looking forward to play dates together. I owe TMC a big thank you’

**TMC North Herts Member**

‘Your newsletters are the best.  
Totally relatable content. You hit the  
nail on the head.’

**TMC Newsletter reader**

‘I just wanted to say a massive thank you!  
I haven’t felt myself in this new chapter.  
Attending the brunch yesterday was  
the first time I felt like i had my self confidence  
back and truly felt my old happy self again.’

**TMC Wokingham Member**





# Partnership Opportunities

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# Our Local Franchised Clubs

Create bespoke activity and promote your brand at our nationwide events. With our 360 approach, your brand will reach women in our community in every corner of the country. A real-life presence supported with newsletter and social activity.





# Sponsored Events

Want to launch a new product  
to a targeted community IRL?



SKIN LAUNDRY™



bugaboo

Jojo bébé  
maman



# Weekly Newsletters

Our newsletters are sent every Tuesday, Friday and once a month on a Sunday. With a trusted voice, our newsletters reach 50k+ women a week. Featuring articles, events and products that drive traffic to your site.

46.14%

Open rate

125

New sign ups a day

# Tuesday Newsletter

## THE MUM CLUB.



### 5 Beauty Tips To Help You Look Like You've Slept

We get it - time is short, and sleep is a luxury. These quick beauty tips will help you look and feel more awake with minimal effort.

#### 1. Hydrate Your Skin

Start with a good moisturiser like BEN Evercalm Day Cream (£40) or budget friendly CeraVe Moisturiser (£13.60) to plump and smooth. Add Dermalogica Ultracalming Serum (£60) for extra glow.



## WHAT TO WEAR

Sick of wearing joggers? Jeans, a low heel and good basics are a great mood lifter.



JACKET | JEANS | HEeled BOOT | T-SHIRT | BAG | EARRINGS

## LOVED BY US



Lip Balm  
Wild

Sheepskin Snugglesuit  
Rinikamba

"Chapped lips be gone."

"Now we just need an adult version."



Mustard Made Cabinet  
Scandilera

Borg Saddle Bag  
M&S Collection\*

"Anyone still decluttering from Christmas? Samie."

"A winter bag just for YOUR stuff."

## TMC FOOD

### Jamie Oliver Air Fryer Recipes

Our favourite chef has finally created recipes for us time-poor, air-fryer-addicted mums.

MAKE NOW






# Friday Newsletter

View in browser

## THE MUM CLUB.



### When Your Inner Critic Won't Quit

Let's replace self-doubt with self-compassion.

The kids are finally in bed, and the house is quiet. Relief, right? Yet, that nagging voice creeps in:

"Why did I lose my temper today?"

"I forgot to reply to that text."

"I didn't make time to go to the gym, again."

Sound familiar?


For many of us, that inner critic is a relentless backseat driver, pointing out every bump, mistake, and wrong turn. "We get caught in this cycle of perfectionism," says **Lucy Spicer**, coach and advocate for mental wellness. "But that voice isn't you it's the echo of unrealistic expectations."

### Why Are We So Hard on Ourselves?

Here's the truth: that critical voice? It's not you. It's the product of years spent chasing impossible standards. Pinterest-perfect homes, insta-worthy lives, women who seem to have it all together. (Spoiler: they don't)

"Your inner critic thrives on comparison," Lucy says. "But she doesn't have to define your story. You can change the narrative."


SOMETHING FOR THE WEEKEND



### The Pocket Blushes

Rhode Skin

"Like winter-sun, but not."



### Denim Borg Collar Jacket


Per Una at M&S

"Snug and stylish."


TMC MEMBER PERK

### Fancy 20% off CLEAN CO?

Ease back into 'real life' with a refreshing non-alcoholic alternative. Use code: **MUMCLUB20**



[WATCH NOW](#)



### Playing Nice, ITVX

We were **HOOKED**. Sure, it's a bit far-fetched (thankfully not based on real events), but it's the perfect binge-worthy drama to kick off your January.


[WATCH NOW](#)

WHAT TO DO

### Battersea Light Festival

Why not take a sensory break to quiet those voices? Battersea Power Station's annual Light Festival returns from 23rd January to 23rd February.

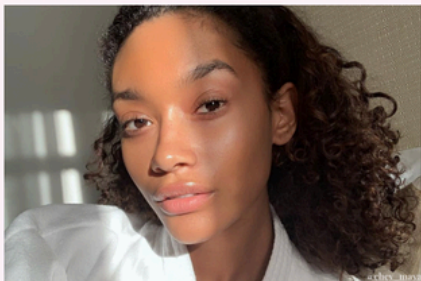
[FIND OUT MORE](#)



# Solus Newsletter

View in browser

## THE MUM CLUB.



### Do Retinol Alternatives Actually Work?

Anyone else's kids completely aged them and looking for some skincare to repair the damage?

Never fear as Caudalie's Resveratrol-Lift Firming Cashmere Cream has been clinically proven to make skin 98% firmer in less than 3 weeks\*.

So could it be an alternative to Retinol?

Read on to find out...

### What Exactly is Retinol?

Retinol (aka Vitamin A) is an antioxidant within your body and an incredible ingredient that can benefit your skin. Because Retinol can cause irritation and redness, one of the biggest misconceptions is that it exfoliates the skin. Instead, it helps to support the skin, and because of its uniquely small molecular structure, it can penetrate the deepest levels of our skin and help boost the production of collagen and elastin. \*Which keeps us looking young.

### What Can I Use Instead of Retinol?

While you can't match the exact power of Retinol (Vitamin A), you can mimic the effects with some incredible gentler alternatives. Highly effective skincare like Caudalie's Resveratrol-Lift range, contains an exclusive anti-ageing patent, which uses Vine Resveratrol, Hyaluronic Acids and Vegan Collagen Booster, to stimulate all 3 types of collagen, which can visibly help the signs of ageing.


What We Thought When We Used Them...

"I have been a long-term fan of Retinol, so when I found out I was pregnant, I wasn't sure when to start with an alternative. I was pleasantly surprised by how well other ingredients stood up. During my first (very sick!) trimester, I felt like my skin became very dull. After introducing a collagen-based cream to my morning routine, I started to see the pregnancy glow that I expected to receive naturally!"

TMC Contributor: Melissa Stanley

### Where to Find Retinol Alternatives...


Caudalie's Resveratrol-Lift range encompasses a set of facial products that work to plump and smooth your complexion and contains a mix of unique and hard-working ingredients.



### Reveratrol-Lift Instant Firming Retinol Alternative Serum

A wonderfully light serum that gives on - meaning your face feels firmer and reducing fine lines.


[SHOP NOW](#)



### Reveratrol-Lift Firming Cashmere Cream

An absolute joy to apply. This smooth moisturiser improves the overall texture and tone of your skin. \*It also has an environmentally friendly refill option, giving you even more reason to go green.

[SHOP NOW](#)



### Join Us for A Mother's Day Event

Who says the spoiling has to stick to one day? Not us! With multiple events happening this month, it's time to celebrate being a mum - whilst doing something for yourself!


[FIND YOUR NEAREST EVENT](#)

TMC FOOD

### Skin-Boosting Grape Smoothie

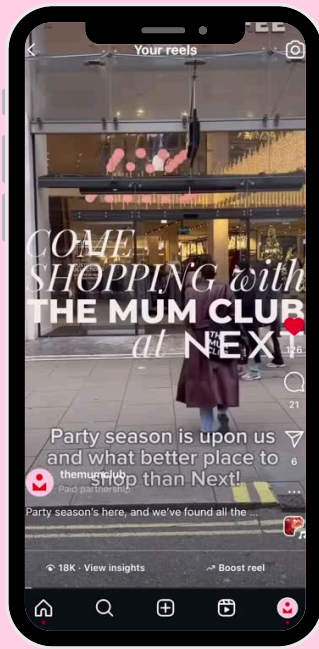
Bought too many grapes again? No problem.

[MAKE NOW](#)



# Social

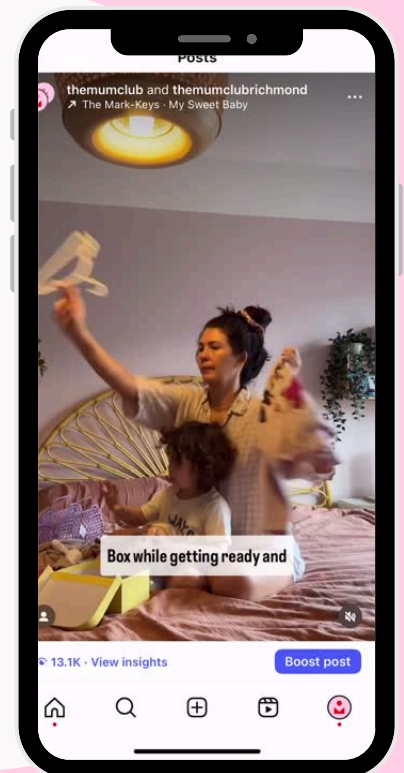
The Mum Club hosts weekly and monthly features including Loved by Us, glossy shopping reels or behind the scenes product placement.



# Franchise Social

Want to expand your reach across the UK? Promote your product and target key areas for maximum impact.

Whether you're looking for nationwide exposure or focusing on specific regions, we've got you covered!



# Partnership Testimonials

## **Bugaboo: Sponsored event and newsletter inclusion for launch of product**

"We absolutely loved Fridays events and though they went really well! This is the first D2C event we have done and I felt the overall response and enthusiasm from the attendees was really positive! Thanks you again for all of your support and we would definitely love to do something like this again in the future!"

*Claire Fedigan Bugaboo Senior Brand & Retail Marketing Manager UK, ROI, AUS & NZ*

## **Next: Sponsored event & newsletter article inclusion**

"The team the The Mum Club are simply wonderful - they truly understand their audience, all of whom are so organically engaged! We know that when we work with The Mum Club our products and brand messaging will be highlighted in a way that resonates with their following, delivering brilliant results."

*Alice Gregory Next Senior Brand PR & Social Content Officer*

## **Vista PR: Multiple brand sponsored events & newsletter inclusion**

"Jess, honestly, I don't know how you do it. You continuously make us feel looked after and do a great job. Thank you."

*Lucy Reeves, Client Director, Vista PR*

## **iCandy: Sponsored event for launch of Michair**

'Just to say thank you SO much for yesterday, it was so lovely to meet you. Please do pass on a big thank you to Dominique and Claire from us too, they were brilliant and ensured the day ran so smoothly.'

*Francesca - Marketing manager Vista PR*

## **Silvercross: Sponsored event for launch of product**

It was great to work with The Mum Club – our brands align really well. Sponsoring a Brunch Club event was an effective way to introduce our new car seat to an engaged audience, while allowing mums to get hands-on with the product. The Brunch Club itself was an enjoyable, well-organised event - the mums and their babies clearly loved being there. This was our first collaboration with The Mum Club, but we look forward to working with them again.

*Claire Garnett - PR & Influencer Manager*



# UAE Opportunities

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Bespoke events, promoting new products and increasing brand awareness. THE MUM CLUB can connect your brand.



## UAE Audience

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98%  
Women

0-1  
Average number of  
children

22-40  
Average age

## UAE Stats

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54.8%  
Newsletter  
open rate

120  
Tickets sold  
a month

14,100  
Total Social  
Followers



# Sponsored Events

Want to launch a new product to a targeted community IRL?



# UAE Newsletter

Our monthly emails are sent every other Wednesday. With a trusted voice, our newsletters reach a core targeted audience of women, featuring events and products that drive traffic to our site and social.

LOVED BY US

THE MUM CLUB.

View in browser

Feeling in a Funk?  
Focus on These Three Game-Changers

Motherhood can feel like a rollercoaster, but small, intentional actions can work wonders for your mental health. Here's where to start:

- 1. Look After Your Body**  
Your body sets the tone for your mood. Move daily (even if it's just a walk with the pram), eat meals that nourish you, and grab sleep where you can. Prioritising these basics can be a total game-changer for how you feel.
- 2. Stay Connected**  
Don't isolate yourself when you're feeling low. Connection is key. Meet a friend, book a TMC event, or even call your mum for a chat. Sharing how you feel can ground you and remind you that you're not alone in the chaos.
- 3. Nurture You**  
Remember, you're more than "mum." Carve out time to do something you love whether it's writing, reading, or rediscovering an old hobby. These moments of self-care can give you clarity and help you tackle the challenges of the day.

By focusing on your body, your connections, and yourself, you'll a better balance to not just survive, but thrive. Every small step counts.

Amuseable Heart Jellycat

"We are addicts and we aren't ashamed!"

Heart Clip On Earrings H&M

"The perfect accessory for the month of love!"

Heart Sleepsuit Petit Bateau

e sweetest heart sleepsuit for your little love!"

Our Events This Month

February events are free! Join us for Mummy Club, Cinema Club, and a special Sleepsuit Club in collaboration with Petit Bateau. Tickets are on sale now.

BOOK YOUR TICKET HERE

# Solus Newsletter

THE MUM CLUB.

IN PARTNERSHIP WITH CAUDALIE

Do Retinol Alternatives Actually Work?

Anyone else's kids completely aged them and looking for some repair the damage?

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What Can I Use Instead of Retinol?

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Resveratrol-Lift Firming Eye Gel Cream

A saviour when you're lacking in sleep. This contains skin-lifting peptides and a smoothing formula that helps reduce the appearance of tired eyes.

SHOP NOW

Resveratrol-Lift Firming Night Cream

This is full of repairing ingredients that help to fix the effects of a broken night's sleep. Rejuvenating your skin overnight, it makes you feel more human come morning.

"Not any more."

SHOP NOW

The Powerful Ingredients in Caudalie's Resveratrol-Lift Range...

- 1. Hyaluronic Acid**  
Plumps and hydrates the skin.
- 2. Resveratrol**  
Similar to Retinol, it is an antioxidant that can reduce the appearance of wrinkles, even skin tone and helps with firmness.
- 3. Vegan Collagen 1**  
A patented plant-based ingredient that mimics the same collagen found in our skin. It also boosts collagen production and reinforces skin firmness.
- 4. Collagen Booster**  
Makes your face look less tired

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Skin-Boosting Grape Smoothie

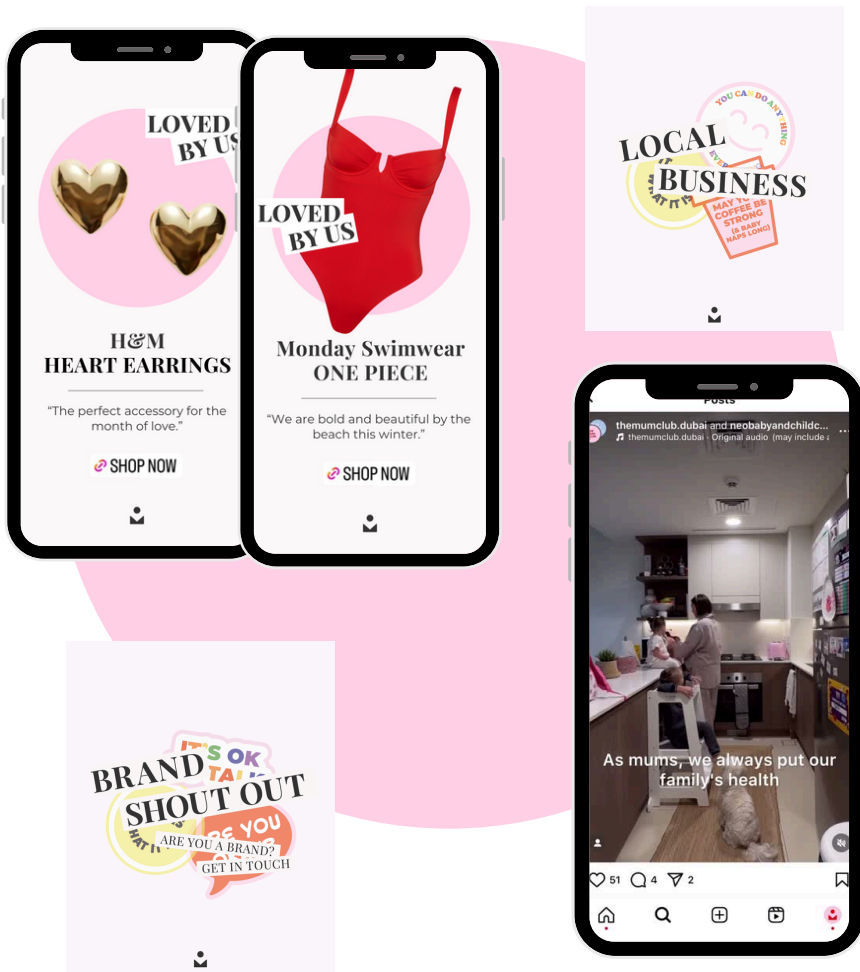
Brought too many grapes against no problem!

BOOK NOW



# Dubai Social

Showcase your products  
across the Dubai Social IG channel.



## Thank You

### BRAND PARTNERSHIPS

Charlie Rooney

[charlie@themumclub.com](mailto:charlie@themumclub.com)

### FOUNDERS

Lauren Webber, Co-Founder

Jessica Lawes, Co-Founder