

*twin
perspectives*

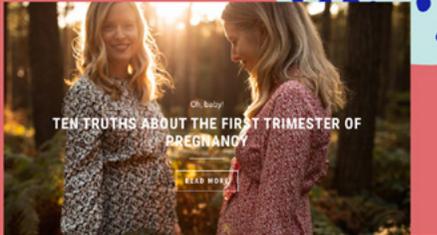
MEDIA KIT
MAY 2025

twin perspectives

Home Destinations Mental Health Oh, Baby! Podcast Product Reviews Work With Us f t g q

BRAND NEW!

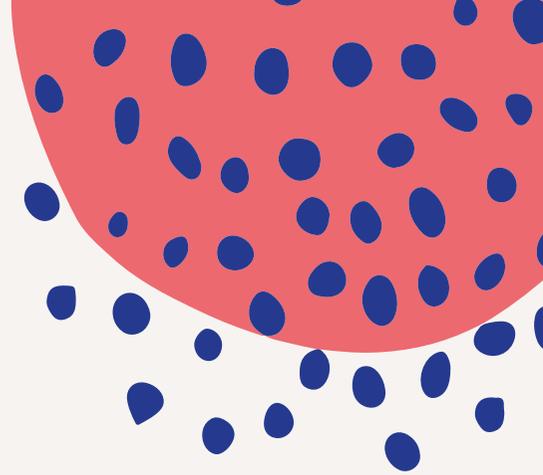
This is where you can find all of our latest conversations, musings and reviews. From itineraries for our latest adventures, to thoughts on life in general, this is where all the shiny new stuff sits.



BLOG

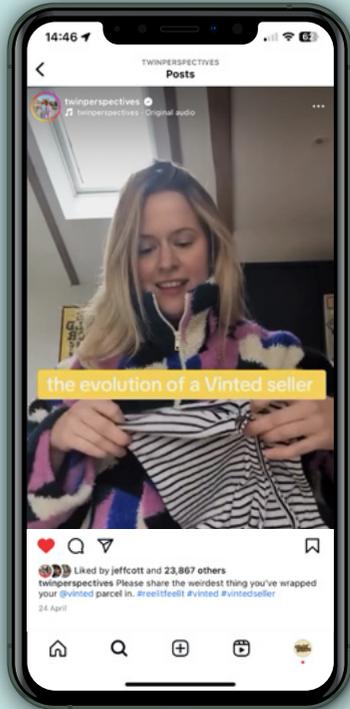
OVER
70,000
SESSIONS PER MONTH

OVER
78,000
MONTHLY PAGE VIEWS



AWARDS





In 2024, we had six reels surpass 1 million views

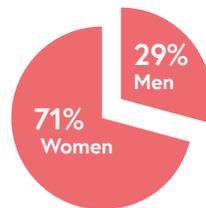
AUDIENCE

Top locations

- 33.3% United Kingdom
- 18.7% United States
- 3.8% Australia
- 2.8% India
- 2.4% Canada

Age range

- 35.4% 35 - 44 years
- 35.3% 25 - 34 years
- 4.6% 18 - 24 years
- 0.4% 13 - 17 years



94,000+ FOLLOWERS

REEL INSIGHTS

The Tale of a Dad

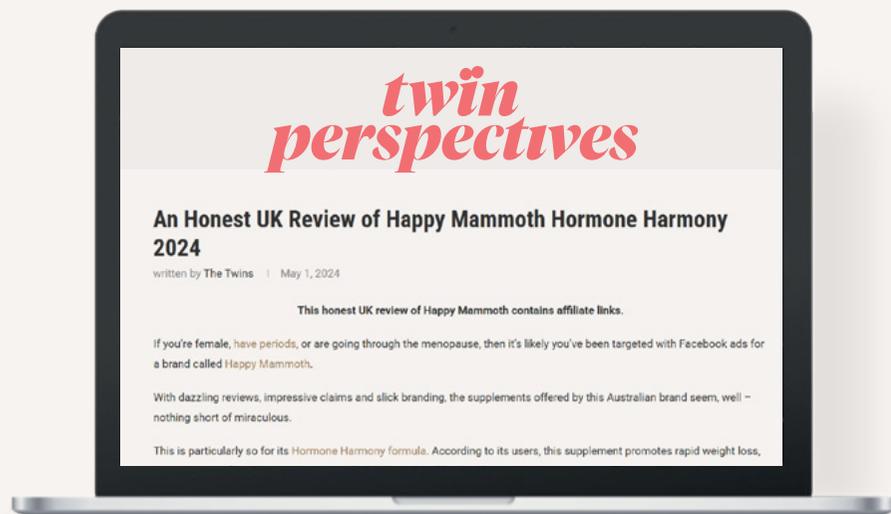


Sock Gate



1,759,072 accounts reached

BLOG POST INSIGHTS



An Honest UK Review of Happy Mammoth Hormone Harmony 2024

Activity for 8 April - 5 May 2025

322,078
Google search
impressions

1.85%
click through rate

9,413
active users

44.78%
engagement
rate

An Honest UK Review of Zima Ultrasonic Dental Pod Cleaner

Activity for 8 April - 5 May 2025

59,666
Google search
impressions

2.32%
click through rate

1,354
active users

56.62%
engagement
rate

OTHER SOCIALS



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FACEBOOK

X

PINTEREST

TIKTOK

 4,158 FOLLOWERS

 5,162 FOLLOWERS

 4,158 MONTHLY IMPRESSIONS
163,040 ENGAGED AUDIENCE

 25,000+ FOLLOWERS
2 million LIKES



WORK WITH US

*twin
perspectives*

A selection of brands we've worked with...



We love to work collaboratively, so if you're interested in teaming up,
please get in touch: hello@twinperspectives.co.uk