



Black British Parent Ltd.

Media Kit

WHERE WORLD SHAPERS MEET UP

Contact Black British Parent
contact@blackbritishparent.co.uk

Black British Parent Ltd. Platform

ABOUT BLACK BRITISH PARENT LTD.

Black British Parent Ltd. is a dynamic online platform dedicated to empowering and connecting Black parents across the UK. Our mission is to provide a supportive community and valuable resources that address the unique challenges and experiences of African and Caribbean families.

ABOUT DEBORAH FIELD-PELLEW

Deborah Field-Pellew is a visionary leader and social advocate, serving as the Founder and CEO of Black British Parent Ltd. Her passion for empowering families and amplifying the voices of parents of African and Caribbean heritage has made her a respected figure within the community.

BLACK BRITISH PARENT SOCIAL MEDIA STATS

- Launched December, 2017
- 30,000 unique views per month
 - 2-3 photo posts daily
- Social media: Instagram, TikTok and Facebook
 - 39k+ followers across social media
 - Monthly reach 99k accounts
 - Story impressions 5.1k
 - Estimated reach 15.6k
 - Post impressions 18.9k
 - Age range 35-44 41%
 - Gender 65.5% women 34.4% men
 - Countries 77.3% United Kingdom