



Frugal Mum

BUDGET FAMILY TRAVEL BLOGGER

About me



Hi, I'm **Natalie Smith AKA Frugal Mum**. I'm a blogger focussing on **budget family travel and days out** in the UK and Europe. I love exploring with my husband, Jay, and our two children Lola and Finn. We homeschool, so we're very flexible, and we live on the Kent coast in South-East England.

My blog can be found at **www.frugalmum.co.uk** - **average views 65k per month** - and I also create static and video content for social media. Across the 6 month period of January - June 2026, I have generated almost **£1,000,000 worth of affiliate sales** - please see page 3 for stats. My target audience is parents (mums in particular) looking for affordable family-friendly travel.

Services offered

I'm available for Press Trips and product / service promotions - with both blog and social media deliverables - and I can also write for your publication or newspaper. I'm looking to work with holiday companies and tourist boards, alongside those with travel based products and services, and family-friendly days out.

Social media

Facebook: 32.7k Instagram: 17.7k TikTok: 15.7k

Past projects

In 2023, I worked on a big pull out for the Daily Mail's 'Beat the Squeeze' campaign - How to save £3k for your summer holiday. I also fronted the HMRC's child benefit online campaign with an article and a scripted video advert. I formed an ongoing paid partnership with Eurocamp, who I continue to work with closely, and I became an 'Official Eurocamp Brand Ambassador' in 2025.

I've been a guest blogger on websites like Preloved, and been featured on socials by companies like Eurocamp, Quidco, BBC Kent, iNews and The Parent Bible. In 2024, we had Press Trips with brands like Eurocamp and Go Ape.

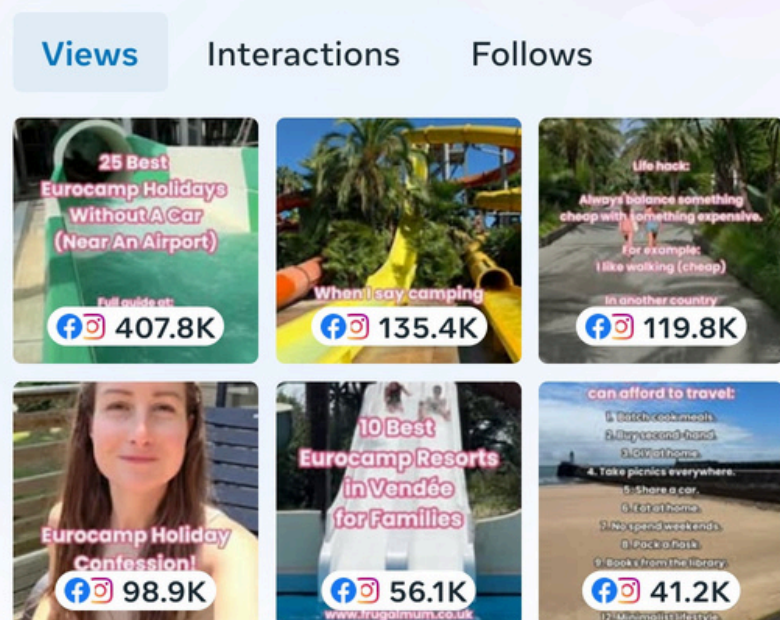


Across 2025 and 2026, I've done lots of work with Merlin, with many PR stays at their attractions, and collaborated with companies like Paultons Park, Twist Museum and Portsmouth Historic Dockyard. We had a press trip with Woolacombe Bay Holiday Parks and continue to work with Eurocamp on numerous press trips and ad campaigns each year. I also formed new relationships with Parkdean Resorts, Away Resorts and Hoburne to grow the UK side of the blog.

I've been featured in the Sun Newspaper multiple times sharing my budget holiday tips. I also did an on-site recorded segment for BBC Radio Kent and featured on the BBC News website. I do regular radio work with the BBC for Kent and London. I have also been featured by publications like the Sun Online, the Daily Star, Kent Online, iNews and the Daily Express.

Testimonial

'We've had the pleasure of working with Natalie since 2023, and can't recommend her enough. She consistently creates high-quality blog content that capture the essence of Eurocamp and help guide existing and potential customers through booking their ideal holiday. The videos she posts on Instagram and TikTok are informative and relatable, and our customers engage with Frugal Mum content whenever we post it. Natalie's dedication to promoting Eurocamp has helped us to drive a number of bookings.'
Amy Byn, Eurocamp PR & Social Media Manager



Statistics

Across January – June 2026, I have generated almost £1,000,000 worth of affiliate sales through the blog. I've added some examples of recent affiliate stats to the right – with clicks, sales and conversions. The final image shows the analytics for the blog over a one year period from 10th July 2025 to 10th July 2026. I also have 2.2k members in my Facebook group and 1.9k newsletter subscribers. If you'd like to work together please get in touch – I look forward to hearing from you.

Media pack last updated: 11/07/26.

Get in touch

Blog: www.frugalmum.co.uk
Email: hello@frugalmum.co.uk
Phone: 07592937227

Social Media:
www.facebook.com/frugalmumuk
www.instagram.com/frugalmumuk
www.tiktok.com/@frugalmumuk



1st Jan – 30th June: Eurocamp

Date Range: Jan 1, 2026 - Jun 30, 2026

Graph Off

View Report

Transaction Date GMT+00:00

Hide the Summary Panel

of Clicks

53,625

of Items

605

Sales

£553,914.69

ters:

Network equals "UK Network"

Advertiser Name equals "Eurocamp" ×

+

Add Filter

1st Jan – 8th March: Parkdean Resorts

Data Summary			
Clicks	Conversions	Conversion items	Total order value
12,515	118	118	£66,994.99

1st Jan – 30th June: Merlin Attractions

Data Summary			
Clicks	Conversions	Conversion items	Total order value
13,206	1,535	4,135	£213,157.13

1st Jan – 30th June: Other Examples

Advertiser	Impressions	Clicks	Earnings per Click	Conversion Rate	Assisted Awins	No. Sales	No. Products	Amount
Haven Holidays	0	6,550	0.32	1.48%	6	97	n/a	48,962.00
Away Resorts	0	2,999	0.42	1.57%	10	47	n/a	25,680.58
Wild Cosmetics Ambassador Program	0	6	60.33	1,250%	0	75	290	2,040.63
Landal DE	0	2,122	0.73	1.37%	0	29	n/a	30,989.41

Last 12 months : Frugal Mum Blog

Acquisition overview			Custom Jul 10, 2025 - Jul 10, 2026	Save...
Event count	Views	Sessions		
2.5M	774K	572K		

