

# Media kit

CONTENT CREATOR | AUTHOR | BUSINESS OWNER

*Marcia  
Leone*

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@notsomumsy\_thelabel

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# About Marcia

Marcia Leone is the brains, face and mum behind the NOT SO MUMSY online community, bestselling book & successful loungewear label. A pioneer in the “mumfluencer” space, Marcia (formerly @notsomumsy) has dedicated the last 10 years to growing a community of like-minded women into a globally renowned, award winning, fashion and lifestyle brand.

One of the few creators that navigates a flow between aspirational and relatable content, Marcia shares not just the highlights, but reaches into the hard to speak about moments of the evolving stages of motherhood, uniting women and creating an engaged, loyal community.

With results driven collaborations, Marcia is in continual demand with the biggest Australian and global brands, while simultaneously championing small female- founded businesses.

Marcia’s positive influence is industry recognised and led her to place 3rd in the 2017 Australian Influencer Awards, Top 5 finalist at the 2018 Optus Business Awards above all Fashion and Mummy bloggers and Top 3 Finalist at the 2022 AIMCO Influencer Marketing Awards in the “Influence for Good” category across All Social Media platforms.



**IG Followers**

**264K+**

@marcialeone\_

**53K+**

@notsomumsy\_thelabel

**500K+**

accounts reached monthly

**5 million+**

monthly impressions



**Website**

**100K+**

monthly visits

**12K+**

subscribers



**Not So Mumsy Book**

**20K+**

copies sold

# Brand Collaborations

With results driven collaborations and campaign worthy imagery. NOT SO MUMSY is in continual demand with some of the most iconic Australian and International brands across fashion, parenting, travel and lifestyle categories. Marcia is also a champion of female-founded, small businesses and loves to help them grow.



**seed**  
HERITAGE

nat<sup>basics</sup>v

**nutra**  
organics®

**H&M**

**aimn**®

**MARKS & SPENCER**  
LONDON

**Westfield**

**AMERICAN EXPRESS**

**MAYBELLINE**  
NEW YORK



**MAZDA**

**MCoBeauty.**

**QANTAS**

**FUJIFILM**

**COTTON:ON**

**Disneyland**

**nutella**

**L'ORÉAL**

**DAVID JONES**

**MAXWELL & WILLIAMS**  
DESIGNER HOMEWARES

**DIOR**

**NESPRESSO**

**DESTINATION GOLDCOAST.**

**Neutrogena**

bras<sup>N</sup>things

**THE ICONIC**

**OLEHENRIKSEN**

**RUNWAY ROOM**

**FREEDOM**

**Destination NSW**

**DUBAI**

**LG**

**Strandbags**

**MECCA**



# Campaigns & Product Collaborations



Maybelline NYC // 2019



Barbie x Review // 2023



Pandora // 2023



Seed Mother's Day // 2019



Bras and Things // 2018



David Jones Mothers Day // 2019



Mco Beauty x NOT SO MUMSY makeup line in all Woolworths stores across Australia // 2020



Myles gray x NOT SO MUMSY candle duo // 2023



Infamous Swim x NOT SO MUMSY several designs released over the last 5 years



# Brand insights & testimonials



## IG Followers

264K+

@marciaeone\_

53K+

@notsomumsy\_thelabel

## Posts

30 - 150K+  
reach

## Reels

30 - 500K+  
reach

## Stories

10 - 35K+  
per story

## Audience

70% Australian  
80% 25-44 years  
94% female

“Now an award-winning website, Marcia’s Not So Mumsy encapsulates motherhood’s new mood. ‘It’s edgy and empowering and strong,’ she declares. Recently named one of Sally Hansen’s Self-Made Super Women, Marcia has interviewed celebrity mothers of the likes of Kelly Rowland and Teresa Palmer, both of whom went on to feature her on their own sites, but her biggest success is her two children...”

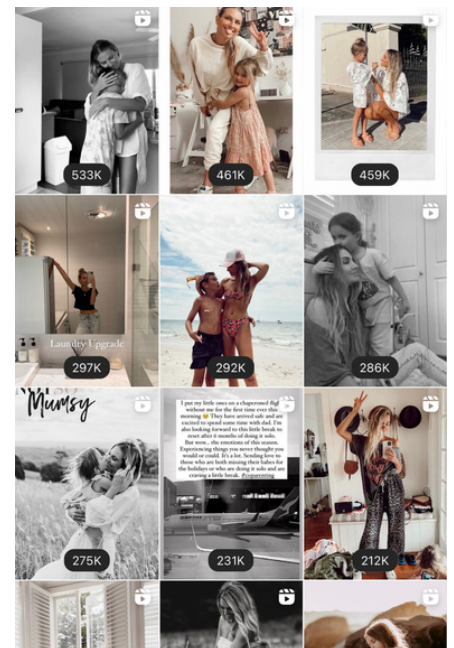
- MARIE CLAIRE MAGAZINE

“Please send a HUGE thank you to Marcia for the fantastic blog post, my client is thrilled and website hits have been going crazy.”

- TAILOR MAID PR

“These images are just MAGICAL! I love them so much. Thank you for your amazing work, you just put in 150% with everything you do and it’s very much noticed and appreciated, thank you.”

- CLIENT FEEDBACK



Accounts reached per Post

# Travel Partnerships

With a background as a travel writer - wanderlust is an integral part of Marcia's identity and online aesthetic, with family travel, girl's trips and romantic escapes regularly featured.

Marcia's travel partnerships have virtually taken her community to Disneyland, showcased family adventures through Europe as an AMEX Ambassador and Dubai as an incredible family stopover.

Closer to home, Marcia has partnered with Qantas luxury Holidays, Hayman Island, Destination Gold Coast, Love Central Coast, Wolgan Valley, Stayz.com, as well as independent luxury hotels, beach cottages & farm stays.

Further details, content examples and insights available for travel collaborations on request.

