

Media kit | Helen Moore |

@whitewoodandlinen | July 2026

Helen creates warm, story-led films and photography from her home, garden and creative studio in Sussex. Her work is known for its calm, considered aesthetic, natural light and beautifully observed everyday moments, creating an authentic setting where products become a seamless part of the story



53,500	461,000	3,200	9 in 10
Instagram followers	views on a single tutorial	email subscribers, over half open every send	buyers pay full price

Who watches

98% women. Three quarters are aged 55 or over (40.9% are 65+, 35.5% are 55 to 64). Top countries: United States 33.8%, United Kingdom 24.7%, Australia 5.7%. An audience with real spending power that most creator rosters cannot reach.

Content that keeps working

One of Helen's Instagram reels reached 461,000 views and attracted 7,505 new followers from a single piece of content.

Rather than creating content with a short lifespan, Helen specialises in evergreen, story-led films that continue to be saved, shared and discovered long after they're first published. Combined with more than one million Google impressions over the past 16 months, this gives brands lasting visibility well beyond the initial campaign.

An audience that buys

Nine in ten of Helen's course buyers paid full price, even with a discount code available. Her email list of 3,200 opens at over 50%, with recent sends clicked by one reader in ten. A dedicated email mention is available alongside content placements.

Formats and rates

[Awaiting Helen's sign-off on the formats she wants to offer and her rates.]

Get in touch

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July 2026. Figures from Instagram insights (including follower demographics, July 2026), Google Search Console, MailerLite, and Podia sales records.