

Media kit | Helen Moore | @whitewoodandlinen | July 2026

Helen makes upcycling, slow stitching and make-do-and-mend tutorials, all photographed and filmed by her in her own workroom, always with recycled fabrics and found things where she can.



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 tutorial reel reached 461,000 views and brought 7,505 new followers on its own. Helen's step-by-step makes are saved and returned to for months, and her tutorials earned over a million Google impressions in the past 16 months, so a brand woven into one keeps being discovered well after the campaign window.

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

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