

MEDIA KIT · 2026

Hi, we're the Duman family

A Turkish family living in the UK. We share everyday life, shopping finds and travel tips in Turkish, for people who live here or are planning to visit.

30.3K	1.25M	272K	1.1M
Instagram followers	views in the last 30 days	accounts reached, 30 days	of those views are Reels

Where our followers live

Two thirds follow from Turkey. Many of them are planning a trip to the UK and watch us for advice before they travel.

Turkey	65.6%
United Kingdom	22.8%
Germany	4.4%
Cyprus	1.5%
Netherlands	0.9%

93.7% of followers speak Turkish, 3.2% English.

Who is watching

73% women and 27% men. Mostly adults and parents between 35 and 54.

18 to 24	1.7%
25 to 34	16.4%
35 to 44	27.2%
45 to 54	27.2%
55 to 64	16.5%
65 and over	10.8%

What they come to us for

Our 10-part London Guide on Reels is made for first-time visitors: how to get from the airport, where to stay, what to eat and what to do. Our most-watched videos so far:

125K	*72.8K*	*31.7K*
London airport to the city centre	Getting around London without overpaying	What to know before booking a London hotel

Working with us

- Instagram Reels showing your hotel, rooms and surroundings
- Stories before, during and after our stay
- Honest, family-friendly coverage in Turkish
- Collaborations clearly labelled as ads
- Content you are welcome to repost, with credit

Let's plan something together

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Figures from Instagram Insights, 30 days to 15 November 2026. Followers: 30,258 on 15 November 2026. Country, language, age and gender figures are shares of followers.