



MEDIA KIT • 2026

Anna Hanchar

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*Mom of five • breastfeeding
consultant • doula • Dubai*

10M+

Reels views in 30
days

23,493

followers

About me



Hi, I'm Anna! I'm 33, a mom of five, a breastfeeding consultant and a doula. My first three children were born in Belarus, the fourth in Argentina, where we spent three years, and our youngest daughter was born here in Dubai, which we now call home.

I've been immersed in birth and motherhood for more than ten years. For about eight of them I've been helping women get breastfeeding off to a good start, make it through those tough first months and keep their calm. I support women through pregnancy and birth, and I teach birth preparation classes.

But my blog isn't a lecture — it's real life. A big family, my husband Filipp, our date nights, padel, dancing, painting, and an honest conversation about how to stay yourself and keep your relationship alive with five kids at home.

FAMILY

husband Filipp · five kids: 15, 9, 7, 3 and 10 months

The numbers

Period: July 27 – August 26, 2026



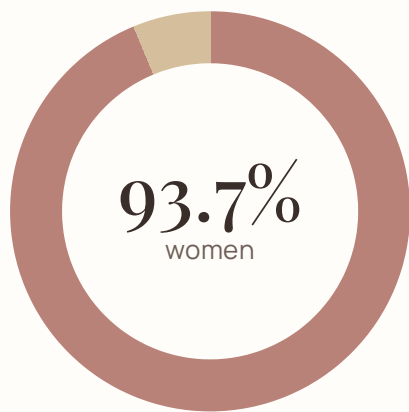
ENGAGEMENT & GROWTH IN 30 DAYS

151K likes	11K shares	3.3K saves	2.5K comments
+1,604 new followers	34K profile visits	285K Stories views	96.2% of views from non-followers

Audience

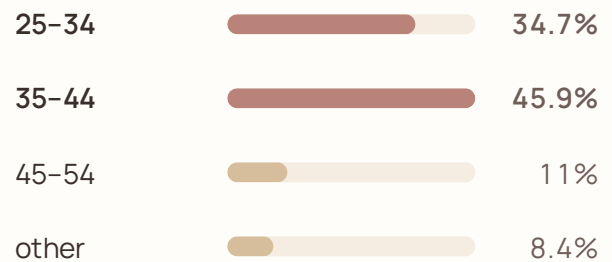
80% of the audience are women aged 25–44 — moms who make the buying decisions for the whole family.

GENDER

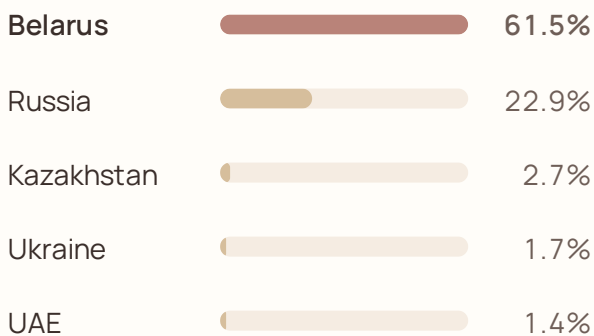


● women 93.7% ● men 6.3%

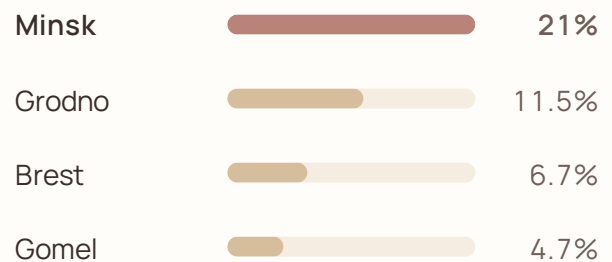
AGE



COUNTRIES



CITIES



What the blog is about



01

Motherhood, unfiltered

Birth, breastfeeding and the first months, through the eyes of a breastfeeding consultant and doula.



02

Big family life

Life with five kids, from a baby to a teenager: everyday chaos, holidays and travel.



03

Just the two of us

Date nights with my husband, and a relationship that shouldn't take a back seat once the kids arrive.



04

Life in Dubai

Big moves, three countries, settling in, and the city's best family spots.

Ways to work together

Hotels & resorts

A family getaway or a romantic weekend for two, shared in detail through Reels and Stories.

Restaurants & date spots

Featured in our “Just the two of us” series, or a tasty meal out with the kids.

Family fun & activities

Parks, clubs, sports and kids’ classes.

Fashion, food, home & kids’ products

Barter, or barter plus a fee.

FORMATS

Reels

Stories series

Feed posts

UGC content for your ads

Long-term ambassadorship

Rates and packages on request

Why it works for Dubai brands



01 An audience headed to Dubai

Russian-speaking followers from Belarus, Russia and Kazakhstan — today's tourists and tomorrow's Dubai residents.

02 Viral reach

Millions of viewers every month, while staying precisely on target.

03 Trust

Anna is a practicing maternal-care professional, not just another blogger.

04 A real family on camera

Seven people in the frame — a couple and kids of every age — so it works for family offers and romantic ones alike.

OUR VALUES

We partner with reputable brands that don't harm people's health or the planet, and that share our values.

Top Reels



5.6M views

145K likes · 2.3K comments

A care package from our moms back in Belarus



70K likes · 407 comments

The stranger who took care of a new mom



23K likes · 288 comments

Baby number six?!



2.9K likes · 61 comments

Dad's rules of gentle parenting



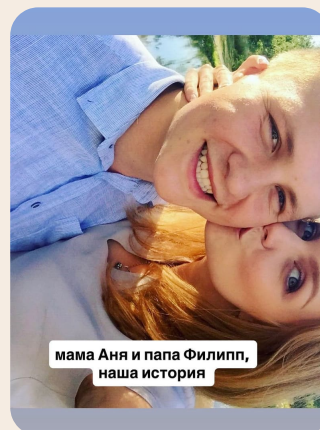
1.7K likes · 42 comments

The kids meet their idol, Danya Milokhin



649 likes · 19 comments

Every mom needs a friend like this



622 likes · 17 comments

Our story: mom Anya and dad Filipp



556 likes · 14 comments

Grandma's surprise visit



521 likes · 9 comments

Welcome to the "I told you so" portal



514 likes · 21 comments

Our little Dubai-born daughter



270 likes · 14 comments

Dancing through labor: my fifth birth

Places we already love

We've lived in Dubai for a while, and we know many places not from ads but as regular guests: we keep coming back, and people there know us by name.

Address Fujairah Resort + Spa

We've stayed here as a family many times — the team knows us and always gives us a warm welcome.

The Green Planet

Our kids went to summer camp here.

These weren't paid collaborations — just places we choose for our own family.



09

Let's work together

Tell me about your brand, and I'll get back to you with packages and rates.

 Message on WhatsApp

 Send an email

 Telegram

 Instagram

WhatsApp

+971585240223

E-mail

annahanchar@mail.ru

Telegram

@annahanchar

Instagram

@annahanchar.birth