

# SOMETHING turquoise®

Living a DIY Life, Telling Handmade Stories

about THE BLOG

Back in 2011, Something Turquoise was started with the hopes of being able to inspire creative, unique brides who were Makers at heart. Over ten years later it's become the go-to website for DIY Brides. But that's not where our creative journey ends...

It's the natural progression of life to grow and change, and so in turn it's time for our brand to grow as well. In 2019 we were thrilled to branch out and start sharing creative home, work, and baby content to see where it could take us. Turns out our editors loved it, our readers loved it and it has allowed us to do and share so much more. We are now truly telling the stories of our full DIY lives.

## WEDDING. HOME. BABY.

This new expansion will allow us to garner even more of the DIY market. DIY Brides are a very small niche but DIY Moms and DIY Home Stylists are a significantly bigger piece of the pie. These new segments have the editors on our team inspired in a whole new way. We cannot wait to take what we've created with Something Turquoise and increase our creativity and reach with our two new brands ~ **A Turquoise Life** and **A Little Turquoise**.

*jen causey, founder*



somethingturquoise.com

A turquoise LIFE®



a LITTLE turquoise®







## BLOG statistics

175k+

Unique Monthly Visitors

250k+

Monthly Page Views

8k+

Daily Page Views

82%

Female Visitors

29%

Ages 25 - 34

83%

U.S. Visitors

310k+

Pinterest Followers  
@sturquoiseblog  
10+ Million Impressions

32k+

Instagram Followers  
@something\_turquoise

20k+

Facebook Followers  
/SomethingTurquoise

12k+

Monthly YouTube Followers  
@someturquoise  
400+ hours of  
watchtime each month

somethingturquoise.com

BRAND collabs

minted.

FISKARS®

Cricut™

FiftyFlowers



Canon  
SEE IMPOSSIBLE



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- + BANNER ADVERTISEMENT
- + CUSTOM PHOTOGRAPHY
- + PRODUCT PLACEMENT
- + SOCIAL PROMOTIONS
- + SPONSORED POSTS
- + EMAIL MARKETING
- + EVENTS & TRAVEL
- + GIVEAWAYS

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DIY PHOTO MASON  
JAR COASTERS  
420k+ Readers



DIY COLORFUL TODDLER  
BUSY BOARD  
180k+ Readers



DIY SUBMERGED FLOWER  
CENTERPIECES  
210k+ Readers



DIY PINECONE  
FIRE STARTER FAVORS  
760k+ Readers



DIY TABLE TOP  
FIRE PITS  
120k+ Readers



DIY PAINTED MARBLE  
WINE GLASSES  
170k+ Readers

# SOMETHING *turquoise*<sup>®</sup> TEAM



THE BLOG *contact details*

- JEN CAUSEY // founder + diy editor
- KENDRA HAGERMAN // sponsored post editor
- SHEA O'QUINN // pinterest curator + diy editor
- CHELSEA BARTON // wedding + home diy editor
- LAUREN KOSTER // fashion + home diy editor
- CARLI HEIN // wedding + baby diy editor
- MARINA STRONG // social media manager
- KATY TRAZECK // newsletter editor

## JEN CAUSEY

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## ADVERTISE

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## CONTENT SUBMISSIONS

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## NEWSLETTER

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