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
## Blog Statistics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Monthly Visitors</td>
<td>175k+</td>
</tr>
<tr>
<td>Monthly Page Views</td>
<td>250k+</td>
</tr>
<tr>
<td>Daily Page Views</td>
<td>8k+</td>
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<tr>
<td>Female Visitors</td>
<td>82%</td>
</tr>
<tr>
<td>Ages 25 - 34</td>
<td>29%</td>
</tr>
<tr>
<td>U.S. Visitors</td>
<td>83%</td>
</tr>
<tr>
<td>Pinterest Followers</td>
<td>310k+</td>
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<tr>
<td>Instagram Followers</td>
<td>32k+</td>
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<tr>
<td>Facebook Followers</td>
<td>20k+</td>
</tr>
<tr>
<td>Monthly YouTube Followers</td>
<td>12k+</td>
</tr>
</tbody>
</table>

- Pinterest Followers: @sturquoiseblog, 10+ Million Impressions
- Instagram Followers: @something_turquoise
- Facebook Followers: /SomethingTurquoise
- Monthly YouTube Followers: @someturquoise, 400+ hours of watchtime each month
We love partnering with like minded businesses and brands. Would you like your product featured on our blog? Have a look at a few of the partnership opportunities we offer below:

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

**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
TEAM

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

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