



Because it's so much more fun when you do it yourself

peruse: [www.lovelycraftyhome.com](http://www.lovelycraftyhome.com)  
tweet or instagram: @lovelycrafty  
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## What is DIY?

The making, building, modifying, or repairing of something without the aid of experts or professionals.

Lovely Crafty Home is all about Doing It Yourself-whether it's a big kitchen remodel, whipping up homemade cleaning products, hosting a brunch or making a gift-worthy sewing project

I dabble. I create. I share. I teach.  
Sometimes I fail, but  
I do it all myself :)





Hi! I'm Rachael.

I'm an avid DIY-er who loves doing household projects, crafty things, and entertaining friends. I actually grew up in Asheville, NC and went away to college in DC.

I became a Mechanical Engineer (*I know, right?!*) Six years later I moved back to Asheville with my then-boyfriend-now husband, Mike. We purchased our home in April of 2007. I started experimenting with DIY projects right away, had some embarrassing decorating moments over the years, and have enjoyed learning and changing my style along the way.

Mike and I live with our Boxer dog Millie and 3 cats: Malcolm, Magic, and Lily.

Some of the more popular projects I've done include: turning brown craft paper into flooring, painting my kitchen cabinets, tiling the back splash, refinishing a BUNCH of furniture and creating decorative items out of everything from coffee filters to thrift store junk.

How did I do all of it?

I'm going to show you how, the easy way. ;)



My readers are serious about fixing up their nests.

Lovely Crafty Home has close to an all-female readership. In our target market, most are homeowners, but LCH extends to renters too! Although we attract the crafty and thrifty, our readers have some disposable income they would like to spend on home improvement.

It's like a ladies supper club for DIY.

30% are 18 to 34

28% are 35 to 44

17% are 45-54

Our readers also stick around. The average time spent on our site is 1:58 with an average of 1.53 page views per visit.\*

\*statistics are January—December 2012



## I AM SOCIAL :)

1,300+ Facebook Likes  
1700+ Feed/Email Subscribers  
500+ Twitter Followers  
And we Instagram ;)

## I LOVE MY READERS!

205,000+ average page-views\*  
135,000+ unique visitors\* per month

Oh, and am I on Pinterest? Heck Yes! Not only do I have more than 1200+ followers to date for my own boards, but [www.pinterest.com](http://www.pinterest.com) is my number one referral site.

I find that quite pinteresting, don't you?

\*LCH is in expansion mode, these numbers are from January 2013



## GETTING BETTER ALL THE TIME!

LCH is focused. I don't cover every craft. I don't cover every trend. My readers are savvy and looking for simple ideas with fresh, colorful style for their lifestyle. LCH is going to give it to them.

LCH DIYs are spreading like wildfire!

Since January 2012, I've partnered with such well known names as: The Home Depot, Lowes Home Improvement, Martha Stewart, Sherwin Williams, Proctor and Gamble, SC Johnson, Michael's, Airstone, Plaid, Cutting-Edge Stencils HomeRight, Duck Brand, and Sharpie.

My photos and DIY tutorials have been featured in national and regional publications such as *Natural Home and Garden Magazine* and *Western North Carolina Women*, as well as graced the pages of numerous blogs across the web.



My DIYs- though occasionally ambitious- are easy, even if sometimes that means it requires a power tool or sewing machine. Tools are meant to help us, and I'll show you how to take advantage of them, lickity split. Most of the time, you can get away with just a glue gun, some twine, paint, drop cloth and scissors.

Lovely Crafty Home spills the beans with step-by-step instructions.

If I track down a hidden source, I'm going to tell you what it is.  
If I learn the hard way, I'm going to tell you the easy way.  
I learn, I share, and I'm honest.  
Basically, I try to keep it real ;)

Lovely Crafty Home is about sharing the secrets to the best hints and tricks out there and empowering my readers to tackle DIY projects of their own.

**I show you how to cut corners and where,  
without sacrificing awesome.**



## FUN WITH FEATURES

Lovely Crafty Home likes to try new things.  
I make content, and I'm pretty proud of it. I also love to share.

Do you have a product or an editorial that need some attention? If you're looking for some custom original content for your site or interested in sharing a project on LCH, just give me a shout.

A Lovely Crafty Weekend: I love the weekend. It's the perfect time for DIY projects and the perfect time to share them with friends!  
Every Friday (for more than a year), I host a blog party and celebrate with some of my readers. On average, 100+ people participate each week!  
Now that's a party!

Back to Basics: sure it looks easy, but do you really know how to make a pillowcase, a decorative wreath, or use painters tape? How about bake bread? I'm giving out the how-to's that usually get skipped over so my readers will never have to ask. I even have a full step-by-step guide to my famous brown paper floors, right at the top of the blog!

And my readers love my free printable downloads. From sewing patterns to gift labels, you can find it with on LCH, and download it for free!



I'm on the hunt  
for some **AWESOME** companies to partner with  
Lovely Crafty Home this year!

Specifically, companies who sell products used for DIY home improvement, craft, decorating, gardening, personal care or party planning projects.

One great way to partner up are product giveaways. A giveaway can drive a tremendous amount of traffic to your site both during the duration (usually one week) of contest and beyond. I request that I also receive the product offered, so that I am able to review it and give my readers my honest opinion.

Another option is a tutorial post (can also be combined with a giveaway) that features your product. Once I receive the product, I'll come up with a way to use it and share the process with my readers. I offer step by step instructions with multiple images describing my experience with the product and then reveal the end result. For this type of post, I request compensation, in addition to the product, as payment.

I do not accept unsolicited complete content from any company or other organization for my blog.

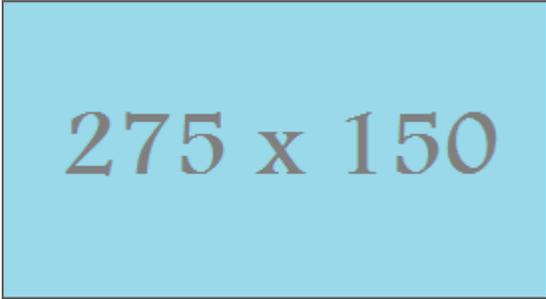


## ON DISPLAY

I also offer display advertising on Lovely Crafty Home. All payment is made through Paypal. Listed below you will find the ad size and 30 day rates, based on a 3 month minimum contract.

You will need to provide your own artwork.  
Please contact me for artwork specifications.

Note: Ad sized are approximate and may vary slightly based on browser settings



275 x 150

275 x 150 pixels  
\$60/month

