



The Humble Hearthstone

Media Kit

DIY + HOME IMPROVEMENT + LIFESTYLE

THEHUMBLEHEARTHSTONE.COM
THEHUMBLEHEARTHSTONE@GMAIL.COM

Inspiring women to create a home that brings family and friends together through my journey of making our house a home.



@thehumbleearthstone



thehumbleearthstone

The Humble Hearthstone Blog



ALL ABOUT THE BLOG

Established in June 2020 and has been growing ever since, The Humble Hearthstone is a DIY, Home Improvement, Lifestyle blog developed by Trisha McKinney. Her content revolves around making a house a home.

SERVICES OFFERED

- Custom Hashtags
- Social Media Promotion
- Sponsored Posts
- Product Reviews
- Contests and Giveaways
- Affiliate Advertising
- Brand Ambassadorships

METRICS & ANALYTICS

SINCE JUNE 2020

- Instagram: 1.4K Followers
- Facebook: 127 Followers
- Pinterest: 10K Views Monthly

DEMOGRAPHICS



Percentages: 93% Women

43% Average Age: 25-34

28% Average Age: 35-44

15% Average Age: 45-54

7% Average Age: 55-64

Percentages: 7% Men

18% Average Age: 18-24

49% Average Age: 25-34

19% Average Age: 35-44

5% Average Age: 45-54



Percentages: 77% Women

13% Average Age: 25-34

17% Average Age: 35-44

28% Average Age: 45-54

18% Average Age: 55-64

Percentages: 22% Men

2% Average Age: 25-34

5% Average Age: 35-44

9% Average Age: 45-54

4% Average Age: 55-64

PARTNERSHIPS

Smeese

CAMELBAK®

FLEXISPOT®

Kirkland's


DECOCRATED
—curated home—

Orgain®

RUGGABLE