

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. Nine 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. Last year 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

285k+

Unique Monthly Visitors

395k+

Monthly Page Views

12k+

Daily Page Views

94%

Female Visitors

38%

Ages 25 - 34

71%

U.S. Visitors

205k+

Pinterest Followers
@sturquoiseblog

35k+

Instagram Followers
@something_turquoise

18k+

Facebook Followers
/SomethingTurquoise

12k+

Monthly YouTube Views
@someturquoise

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BRAND
collabs

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FISKARS®

Cricut™

FiftyFlowers



Canon
SEE IMPOSSIBLE

POPULAR *blog posts* FROM 2019

PARTNERSHIP opportunities

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:

somethingturquoise.com

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



DIY PHOTO MASON JAR COASTERS
340k+ Readers



DIY HAND-LETTERED ACRYLIC SIGNS
280k+ Readers



DIY SUBMERGED FLOWER CENTERPIECES
160k+ Readers



DIY PINECONE FIRE STARTER FAVORS
660k+ Readers



DIY SHARPIE BRIDAL MUGS
850k+ Readers



FREE PRINTABLE KIDS COLORING PAGES
410k+ Readers

SOMETHING turquoise® TEAM



- JEN CAUSEY // founder + diy editor
- SHEA SHOEMAKER // real weddings editor
- JULIA ENSIGN // lead graphic designer
- KENDRA HAGERMAN // sponsored post editor
- SHEA O'QUINN // pinterest curator + diy editor
- KATY TRAZECK // newsletter editor
- LAUREN KOSTER // fashion + home diy editor
- CARLI HEIN // wedding + baby diy editor
- JACKI DAVIS // kids diy editor

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