

# SOMETHING turquoise®

Living a DIY Life, Telling Handmade Stories

Back in 2011, Something Turquoise was started with the hopes of being able to inspire creative, unique brides who were Makers at heart. Almost 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*



A turquoise LIFE®



a LITTLE turquoise®



about THE BLOG

somethingturquoise.com





## BLOG statistics

**255k+**

Unique Monthly Visitors

**365k+**

Monthly Page Views

**10k+**

Daily Page Views

**86%**

Female Visitors

**38%**

Ages 25 - 34

**71%**

U.S. Visitors

**255k+**

Pinterest Followers  
@sturquoiseblog

**32k+**

Instagram Followers  
@something\_turquoise

**18k+**

Facebook Followers  
/SomethingTurquoise

**65k+**

Monthly YouTube Views  
@someturquoise

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BRAND collabs

minted.

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Canon  
SEE IMPOSSIBLE



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- + CUSTOM PHOTOGRAPHY
- + PRODUCT PLACEMENT
- + SOCIAL PROMOTIONS
- + SPONSORED POSTS
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- + 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



- JEN CAUSEY // founder + diy editor
- SHEA SHOEMAKER // events 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
- MARINA STRONG // social media manager

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