

HOME MADE *Lovely*[™]

ABOUT ME



If we haven't met yet, I'm Shannon Acheson.

I'm a 40-something wife, homeschooling mom, creative entrepreneur, blogger, author and designer.

I love simple white, black and wood decor, the idea of a farmhouse in the country, white wine, dark roast coffee with non-dairy creamer and cheesy romantic comedies with my honey on a Friday night.

Home is my favorite place on earth.

It's my goal to help mommas go from "I don't know where to start" to "I absolutely adore my home."

ABOUT THE BLOG

Founded in 2010, Home Made Lovely (formerly AKA Design) is a community of thousands of people learning how to decorate, create beautiful projects for their homes, declutter their spaces, and cook simple meals for their families.

Our design aesthetic favors black, white and wood spaces, neutral basics with a farmhouse industrial flair and muted colors added sparingly in tune with the seasons.

Home Made Lovely blog readers are 85% women, aged 25-64, with families living in North America. Their biggest decorating challenges are time, money, clutter, making their home cohesive and figuring out their style. Their interests are in home and garden/home decor, food and dining/cooking enthusiasts/30 minute chefs, Reference/General Reference/How-To, DIY & Expert Content and family focused sectors according to Google Analytics, Sept. 2020.



179,000+

Average Unique Visitors
per Month from Jan-Aug 2020

260,000+

Average Page Views
per Month from Jan-Aug 2020

44.0k+



13.0k+



31.1k+



HomeMadeLovely.com

HOME MADE *Lovely*TM

2020 SERVICES, RATES & TERMS

Blog Post:

Non-Tutorial \$750

Project/Tutorial Based \$1000

Creation of a blog post, including 2-5 original photos, post shared once each on Facebook, Twitter and Pinterest, web-ready (72ppi), images. For hi-res images see below. Post series and long-term collabs also available at a 10-20% discount (depending on number of posts in series).

Instagram Feed:

Added to Campaign \$100/image

Stand-Alone Campaign \$200/image

IG Story \$50/image 3 image minimum

Instagram may be added to any Blog Post project. Images to be approved by HML beforehand and must match overall look of HML IG feed.

Twitter \$50 | Facebook \$250 | Pinterest \$350

Social shares may be added a la carte or in addition to those included with a blog post.

Hi-Res Photos:

\$150/image non-exclusive use

\$750/image exclusive use

Non-watermarked, hi-res (300ppi) images may be provided upon request for non-exclusive online use or print. Proper photo credit with use is required.

Payment terms:

50% upon signing and 50% WITHIN 30 DAYS.*

*If agency terms are different, terms need to be agreed upon before work commences. Also if post approval is required before going live, post must be reviewed within one week or there will be a charge of \$100 per day beyond the week to rearrange our editorial calendar.



CONTACT

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PAST PARTNERS



"Shannon - Your dining room post is STUNNING! AHH I can't wait to share on social! Thank you for styling everything so beautiful, per usual. You give our brand a good name."

BIRCH LANE



AMERICAN FARMHOUSE STYLE

