

HOME MADE *Lovely*™

EVERYTHING HOME

ABOUT ME



Hi, I'm Shannon!

I'm a mostly self-taught interior designer and author who teaches mommas how to confidently create the home they've always wanted for themselves and their families.

My book and work have been featured online, in magazines, and on national television.

When I'm not creating tutorials and courses for my readers and students or puttering around with decor in my own home, I can be found curled up on the couch with my family and wee doggie (probably watching Star Trek).

ABOUT THE BLOG

Founded in 2010, Home Made Lovely (formerly AKA Design) is the only "everything home" resource (including blog posts, books, courses, podcast and coaching) that provides all the how-to's and loving, faith-filled kick in the pants encouragement that the modern home-maker needs to create and keep a peaceful, clutter-free, put together, cozy home for themselves and their families - and feel confident and accomplished while doing it.

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

Home Made Lovely blog readers are 87% women, aged 25-64, with families living in North America (78% in the U.S. and 9% in Canada). Their biggest home challenges are time, money, clutter, making their home cohesive and figuring out their style.



144,000+

2020 Average Users
Per Month

214,000+

2020 Average Page Views
Per Month

9,200 |

1 Mail
Subscribers

45k+



13.1k+



32.9k+



HomeMadeLovely.com

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2021 SERVICES & RATES

Blog Post:

Non-Tutorial \$1000 CAD

Project/Tutorial Based \$1250+ CAD

Includes:

- Creation of 500-1000+ word blog post
- 2-5 original photos
- Step-by-step instructions (for Project/Tutorial Posts)
- Social shares (once each to Facebook Page, Instagram, and Pinterest)
- Dedicated email promoting blog post to HML email list
- Non-exclusive use of web-ready (72ppi) images for brand's own social media (For hi-res images or advertising use, see below)

Notes: In-kind product MAY occasionally be accepted as compensation, depending on the value. Post series and long-term collabs also available (and preferred) at a 10-20% discount (depending on number of posts in series).

Instagram:

Feed \$350/image

IG Story \$100/image, 3 image story minimum

Instagram campaigns may be considered outside of a blog collaboration, depending on the products/brand. Imagery must match overall look of HML IG feed for authenticity.

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 still required.

*Payment terms: 50% upon signing and 50% WITHIN 30 DAYS of post going live.**



GOOD
HOUSEKEEPING
Woman's World

THE
700
CLUB
CANADA

Woman's Day
ELLE DECOR

OPRAH.COM
Better Homes
& Gardens

HGTV

REALSIMPLE
CountryLiving

CountrySampler
Farmhouse
Taste of Home

bobvila Living
apartment therapy

HomeMadeLovely.com

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