

HELLO



Welcome to The Homesteady, the blog that celebrates creativity, style, and power for everyone.

My name is Hannah. My wife and I live in western Massachusetts with our toddler son. I've been a journalist-turned-blogger for sev-

eral years, writing about DIY, lifestyle, travel, fashion, home decor, and more.

Visit thehomesteady.com. You'll find my favorite things there: Innovative recipes for French macarons, easy craft tutorials (including sewing and knitting), book reviews, travel posts from all over the world, style inspiration, and more – all illustrated by beautiful photography and promoted on robust social media channels.

I love partnering and collaborating with companies, brands, and makers whose aesthetic and values match The Homesteady's. Reach out if you think we'd be a good fit. And please read on about The Homesteady.

- HANNAH

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I LOVE TO WRITE ABOUT

- Crafts/DIY projects
- Travel
- Home improvement
- Feminism
- Style
- Shopping/gift guides
- Personal (lifestyle, parenting, etc.)



1m
monthly
views



1,521



973



397

*Social stats last updated November 2018.

The Homesteady is a growing blog with a dedicated readership that sees more than **20,000** pageviews per month. My readers are all female, ranging in ages from **18** to **39**. The top five countries represented are the United States (69%), Canada, the United Kingdom, Australia, and Germany. **47%** of readers report that they visit the blog more than once per week.

MOST POPULAR POSTS

1. DIY wood photo transfer Christmas ornaments
2. A free knit headband pattern
3. Our joint bachelorette party
4. DIY photo puzzle
5. The best ways to save energy (& money)



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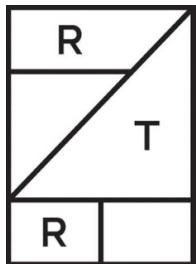
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P.S.

If The Homesteady seems a little different from many mainstream life and style blogs, it might be because I'm gay. I didn't think this mattered much at first, but I began to realize there are so many readers out there who are looking for a voice they can relate to – a voice that sounds like theirs. (In fact, 50% of my readers identify as “other than heterosexual.”) Well, I'm listening, and here's some of what I've heard:

“I found your blog tonight and I loved every post. I was inspired by your DIYs and impressed by your list of links. Then I clicked onto your wedding photos. I'm still crying about them. I don't think I've ever come across another openly queer person in the DIY/inspiration blogosphere and I've always really missed that perspective. I'm so glad I found you.”

“Can I be honest for a moment? This is the first lesbian outfit post I've ever seen, and let's just say it's about fucking time. You are the FIRST lesbian fashion-leaning blog I've come across, and I'm so overjoyed to have found this little space. We, too, are planning our wedding, so when I was reading your post about your impending nuptials and you said, ‘her,’ I may have gotten a little too excited.”

“I just found your blog via a pin and I look forward to reading through your posts. It's always fun to find a blogger who is 1) not a Christian or 2) a fellow lesbian. Neither happens too often – especially in the life/style arena.”

