



Lovely Etc: Creating Home for Less

[Lovely Etc.](#) is dedicated to sharing original ideas and inspiration for creating a beautiful home on a budget. At Lovely Etc. you can find DIY home decor, modern crafts, home improvement projects, and decorating ideas to inspire real families to get creative in their homes.

BLOG STATS

8/2018

83K
UNIQUE
VISITORS

121K
PAGE-
VIEWS

33K
Social Reach

Featured in:
Better Homes and Gardens (print),
Country Sampler (print),
Apartment Therapy, Design
Sponge, The Washington Post



ABOUT CARRIE

Hi, I'm Carrie. I'm a wife and mother of three and I absolutely love creating beautiful things. I founded Lovely Etc. to inspire other women to make the most of the home they have right now instead of waiting for someday.

ABOUT MY READERS

My readers are 85% women. They span a wide age range, with more than half being 25-45 years old. More than 80% of my audience is in the United States. Above all, my readers love to get creative. They are enthusiastic about home décor and consider themselves avid DIYers.

SPONSORSHIP AND CAMPAIGN OPTIONS

I love partnering with brands to bring relevant products and services to my readers. I work hard to naturally incorporate all sponsored collaborations seamlessly and organically into my content. I typically work with brands in the following ways but am always open to other ideas.

- Sponsored Posts
- Brand Ambassadorship
- Social Media Promotion
- Giveaways

PREVIOUS COLLABORATIONS

See examples of my sponsored content at the links below
[Painting Oak Cabinets White](#) with DecoArt
[Adding Personality in the Kitchen](#) with Hobby Lobby
[How to Make a Custom Lampshade](#) with I Like That Lamp

24300 Followers
[@lovelyetcblog](#)

NEWSLETTER
SUBSCRIBERS

4300 Likes
[@lovelyetcblog](#)

3K

2880 Followers
[@lovelyetc](#)

PINTEREST
IMPRESSIONS

2270 Followers
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3.7M