

HEY LET'S make stuff

ABOUT HEY LET'S MAKE STUFF

From decor and design to crafts, sewing, and recipes, Hey Let's Make Stuff is the place where women come to make their lives more beautiful. We love to work with brands who have a passion for creativity and living a big and meaningful life.

ABOUT CORI GEORGE



Cori loves making of all kinds: crafting, sewing, DIY and home renovation projects, cooking, and home decorating, just to name a few. After quitting her marketing job in 2013 to start a family (which now includes adorable twin boys!), she took her small eight-year-old blog and built it into a thriving community of makers.

Her favorite thing is encouraging her readers to get their hands dirty and make something amazing!

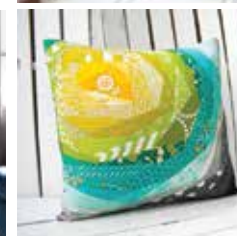
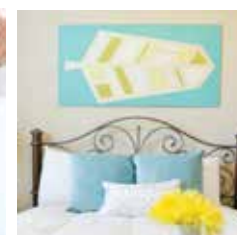
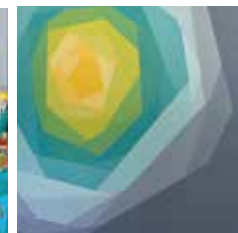
FIND HLMS ONLINE

- **Blog:** heyletsmakestuff.com
- **Twitter:** @heyletsmakestuf
- **Facebook:** @heyletsmakestuff
- **Instagram:** @heyletsmakestuff
- **Pinterest:** @heyletsmakestuf
- **Bloglovin':** @heyletsmakestuff
- **Email:** cori@heyletsmakestuff.com

OUR READERS LOVE

Hey Let's Make Stuff's readers are women who want to turn their houses into homes by the power of their own hands. They love:

- DIY projects
- Home decor ideas
- Budget renovation tips
- Fun, easy crafts
- Delicious comfort food
- Quilting and sewing tutorials
- Fantastic parties
- Printables
- Twin parenting
- Adventure and family travel



BLOG STATISTICS

- Monthly unique visitors: 76,000
 - Monthly page views: 95,000
 - Facebook fans: 5,400
 - Facebook group members: 300
 - Instagram followers: 5,100
 - Pinterest followers: 16,800
 - Twitter followers: 2,200
 - Email subscribers: 3,000
- TOTAL SOCIAL REACH: 33,000+

FEATURED ON

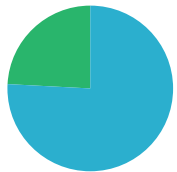
- BuzzFeed
- PopSugar
- Good Housekeeping
- Country Living
- Apartment Therapy
- Clinton Kelley Blog
- World Market Blog
- Forbes
- Makezine
- House Beautiful

AFFILIATIONS

- eBook Author, The Blogger's Guide to Rebranding
- Creator, The House My Blog Built blog series
- Creator, Declutter Your Digital Life email series
- Co-founder, Sew On Retreats
- Speaker, SNAP Conference 2016, "Taking the Leap: Rebranding Your Blog"

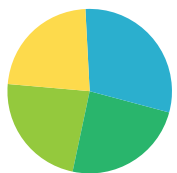
DEMOGRAPHICS

gender



76% women
24% men

age



30% 24 to 35
24% 18 to 24
23% 35 to 44
23% 45 to 54

PARTNERING WITH HEY LET'S MAKE STUFF

Hey Let's Make Stuff introduces and promotes your brand to to readers of all ages who want to create a more beautiful life. By partnering with Hey Let's Make Stuff, your brand's message is shared in an organic, creative way that still aligns with your campaign's goals. From traditional sponsored posts to social sharing, giveaways, and sponsored travel, we will work to form a sponsorship plan that works for all of us! Contact cori@heyletsmakestuff.com to learn more!

RECENT BRAND PARTNERSHIPS



SHERWIN-WILLIAMS

