

# SHIFTING ROOTS

home, garden, food, and prairie lifestyle

## ABOUT THE BLOG

**Shifting Roots** is about creating beauty in your everyday. Our readers look for simple and easy ways to get the most out of their home lives.

Shifting Roots is a Lifestyle blog for women ages 25-45 who are interested in gardening, easy recipes, holidays, home decor, and home renovation projects.

Shifting Roots fans are superfans. Readers often comment that they can't wait for the next post or Instagram photo.

Pageviews/mo:

60,000

UMVs:

55,000

Email Subscribers:

3,000

## ABOUT KRISTEN

Kristen Raney has two main passions in life: Music and to make things beautiful. She earned her masters of music and set out to build her voice studio, but always felt like something was missing. ([Read more here.](#))



Shifting Roots is a way of getting back to her creative roots. Kristen loves channelling her inner pioneer-grandma and coming up with new recipes, gardening tips, and DIY's, all while decorating and renovating her 1929 character home into the gem she knows it will be.

Kristen has been a guest blogger at [Tim Topham](#), [Schmopera](#), and [Just A Simple Home](#)

## SOCIAL



**1900**

MONTHLY REACH:  
2-3 Million



**640**

AVG WEEKLY REACH:  
1500



**980**

AVG ENGAGEMENT:  
5%



**450**

## READERS



I enjoy seeing the transformative power you have. I think you have an unique perspective on renovations and I love going along for the ride. I love your aesthetic; a little old English charm, a little shabby chic, and a lot of magic! That's besides how relatable you are, and how inspired I feel when I read your blogs. You make us feel empowered!



- Angela B.



### Self Sufficient

Shifting Roots readers love to garden, make their own foods, and do it themselves.



### Easy and Simple

Shifting Roots readers like simple solutions that are easy and look amazing.



### DIY Divas

Shifting Roots readers can't wait to try out a new paint colour or furniture layout to make their home look its best.



90%

35

Average age

## REGULAR FEATURES



home

Renovation,  
decluttering,  
and refreshes  
[Explore](#)



diy

Simple and  
easy DIY  
projects  
[Explore](#)



recipes

Delicious  
seasonal eats  
[Explore](#)



garden

Solid advice for  
beginners  
(focus: zone 3)  
[Explore](#)



holidays

Projects, baking,  
and more!  
[Explore](#)

# OPPORTUNITIES

Shifting Roots is known for practical advice, relatable writing style, and gorgeous photos.

Prices vary with length of blog post and amount of social media posting.

Book your post today, spots are limited.



## Sponsored Posts

300-1000 words of practical advice tied into your brand message with a minimum of three pictures. Social sharing on Facebook, Instagram, Twitter, and Pinterest.

## Recipe Development

An easy delicious recipe that anyone can do, featuring your product. Minimum two pictures. Social sharing on Facebook, Instagram, Twitter, and Pinterest

## Reviews

Honest reviews of food, home, and garden products



I enjoy how practical your projects are - very doable, economical, and they turn out beautifully! You're also very honest in your writing, which I love. You make your readers feel that we're having a comfy conversation with you over a nice cup of tea.



- Andrea J.

## RATES

SPONSORED POSTS: \$300-\$500

RECIPE DEVELOPMENT: \$200-\$300

REVIEWS: \$100 plus product

SOCIAL SHOUTOUT: \$30

## LET'S TALK!

Get your brand in front of a fast growing blog with a tribe of DIY super fans. Contact me and lets explore which opportunities work for you and your budget.

Email: [kristen@shiftingroots.com](mailto:kristen@shiftingroots.com)