

The Inspired Home

FAST & FRESH FAMILY FUN STARTS HERE



We aim to inspire parents to do-it-yourself, get outdoors and add simple homemade recipes that make family life fun and fresh.



ABOUT US

Holly is a city girl turned organic farmer from Mayerthorpe, Alberta. She is mom to two children, Mr J (06/2011), Miss P (07/2013), and one hairy bordie collie. In her free moments you will find her playing outdoors, crafting and gardening. DIY is the name of the game on the farm. With professional contractor husband and power tools in hand, their family builds it all - big and small. She is a strong advocate for outdoor play, children in nature, fresh local food, power tools, and summer camp. Her favourite topics to write about are: do-it-yourself projects, fresh food recipes, healthy families and outdoor kids.



Andrea is a thrifty, crafty geek who enjoys all mediums from sewing to felt. If she can craft it, she will! She hails from Burlington, Ontario. Andrea is mom to two children, Miss O (06/2012) and Mr J (08/2014) and two feline fur-babies. In her free time, you will find her at the local mall scouring for deals with Tim Hortons in hand or creating her latest geeky craft both for the kids and with the kids. Her favourite topics to write about are: DIY décor, sewing, all things geek and holiday celebrations.



Melanie is a busy working mom revelling in the perfect imperfection of the modern world. She was born in Northern Ontario and lives in Toronto with her husband, 2 children Mr S (11/2009) and Miss A (12/2012), and Sir Squeaks-A-Lot, the guinea pig. Melanie loves hot tea, the latest gadgets, craft beer, sweater-weather and the unexpected beauty in life. At night, she dreams about an organized home and self-ironing shirts. Her favourite topics to write about are: food from scratch, tech for grownups and kids, special needs parenting, holiday traditions and trying new things.

STATS VIA GOOGLE ANALYTICS

CURRENT PAGEVIEWS AND UNIQUE VISITORS AVAILABLE UPON REQUEST.

OUR AUDIENCE

94% ARE WOMEN
42% ARE 24-35 YEARS OLD
LOCATED IN CANADA & US

INTERESTED IN

COOKING, HOME DECOR, FITNESS, SHOPAHOLIC, FAMILY-FOCUSED

WE WRITE ABOUT

DIY PROJECTS, CRAFTS & ACTIVITIES, OUTDOOR ADVENTURES, RECIPES, HEALTHY FAMILIES, REAL LIFE PARENTING, HOLIDAYS & CELEBRATIONS

SOCIAL MEDIA

f FACEBOOK: 1,600+
t TWITTER: 7,700+
i INSTAGRAM: 3,900+
p PINTEREST: 5,400+

“Overall, bloggers continue to grow in influence among women, who cite a blogger recommendation as an important trigger to trying a new product or service for the first time.”

- MARKETING MAG

BRANDS WE ♥ (and work with)



FEATURED ON:



SERVICES:

Sponsored Narrative Posts
Custom Recipes, DIYs
Instagram Features
Instagram Photos
Extended Social Media Promotion
Brand Ambassadorships
Twitter Parties
Blogger Outreach
Integrated Marketing Campaigns
Social Media Campaigns

CONTACT INFORMATION:

Holly LaRochelle, Business Manager
780.268.1335
holly@theinspiredhome.org

theinspiredhome.org