

SIMPLY *September*

BY LINDSAY BARTELT



Media Kit



Hello there!
I'M LINDSAY BARTELT

I'm a 30-something midwestern mama, obsessed with creativity, inspired by entrepreneurship, and passionate about growing a community of like-minded women who are eager to support one another throughout our motherhood journeys. Over the past six years, I have become a mom, launched a brand, and built a community of creative women eager to tap into their creative sides. My brand is all about utilizing an individual's passion for creativity in order to build upon their role as a mother, wife, and self-sufficient creative. As an influencer, I have had the great pleasure of working with some incredible brands that have not only inspired my life, but the life of my community as well.

Within this guide, I hope to share with you a small glimpse into Simply September. I can't wait to speak further about your ideas, your vision, and all the fun we can have teaming up together to promote your brand.

Thank you so much for taking the time to connect!

THE STATS

49,000+

monthly page views

37,000+

unique monthly visitors

40%

organic search

15%

direct visits

45%

readers from social media

25-54

average age range of readers

13,000+

email list subscribers

The Blog

I started blogging back in 2016. I was home on maternity leave with my second daughter and when I wasn't changing diapers, nursing, or rocking her to sleep, I found myself being creative.

Crafting, decorating, event planning, home decorating... the outlet didn't matter as long as I was allowing my creative light to shine.

Occasionally, I decided to share some of my creative endeavors on social media channels. What would come next would not only inspire my blog, but kick off my entrepreneurial journey.

With every share came endless supportive comments and questions asking for details, tutorials, and inspiration to replicate. From then on it didn't take long to realize that the only thing I loved more than being creative, was helping others do the same- and so was born this blog.

Over the years, this blog has grown from strictly creative tutorials, to creative strategies for parenting, entertaining, decorating, organizing, and living an everyday lifestyle as a creative mama. While I long to be the stereotypical "Pinterest Mom", I choose to highlight the reality of that phrase. I share the everyday struggles and truths behind the mom. I am a firm believer that motherhood is a journey of being perfectly imperfect and every mom should know the truth behind every styled photo.



Getting Social

Social media allows me to connect to the amazing and loyal Simply September readers in real-time. In doing so, I am able to create genuine connections, answer questions honestly, and stay up-to-date with interests. In truth, this has allowed me to create authentic friendships that help speak to my authenticity when sharing my partnerships.

I love using my social media platforms to show behind-the-scenes of Simply September. The honest mommy moments, the crafting bloopers, and the reality of everyday life. These are the moments that define real life and I feel speak to my following the most.



INSTAGRAM



17.7k

average posts ratio: 3x/week

FACEBOOK



2.5k+

average posts per day: 2

1.5k+

members in my private
"Creative Mamas" Facebook
group

PINTEREST



4.8m+

monthly viewers
average pins per day 10.
7.3K+ followers.

TWITTER



1.3k+

average tweets per day: <1

Here you will find my common collaboration rates. If you do not see what you are looking for, please contact me for customization. Please note: I can work with most any budget, but collaborations may be declined based on timing or misalignment with brand. Thank you for your understanding.

****LONG TERM PARTNERSHIPS:****

10% discount- MULTIPLE POSTS

15% discount- 6 MONTH PARTNER

15% discount + free stories-
ANNUAL PARTNER



**All prices in this list do not include any taxes. Taxes are applied to all collections and sponsorships when goods are exchanged.*

Price List

INSTAGRAM IN-FEED STATIC PHOTO POST- \$750

Will receive one in-feed IG post and 1 story share. Additional rates apply for carousel inclusion, videos, (see below) giveaways, and more. Please inquire.

INSTAGRAM STORY- \$200

Will include 1-3 slides (total length 45 seconds).
Please inquire about additional time rates.

SOCIAL MEDIA ULTIMATE BUNDLE- \$1,000

Platforms include Facebook, Instagram, Twitter, & Pinterest.
Will receive one post on all platforms including IG story.

DEDICATED BLOG POST- \$800

A blog post endorsement includes an article written by Lindsay with a mention and link to your product.
All blog posts are pinned in Pinterest and mentioned in Lindsay's email to 13k+ subscribers.

DEDICATED BLOG POST + SOCIAL SHARES- \$1,600

Along with everything provided under "DEDICATED BLOG POST", in addition, social shares will also be provided on Instagram, Instagram Story, Facebook, & Twitter.

NEWSLETTER AD- \$400

Reach 13k+ readers with custom ad space in my bimonthly email newsletter.

SHORT FORM VIDEO- \$650

Includes reels and videos 30 seconds and under.
Full rights provided.

LONG FORM VIDEO- \$900

Includes videos over 30 seconds. Full rights provided.

Thank You

SO VERY MUCH FOR YOUR INTEREST!
I AM MOST EXCITED TO WORK TOGETHER!



LET'S DO THIS!

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: lindsay@simplyseptember.com and include the product or service, the website, and what you envision for the sponsorship.

Please allow 24-48 hours for a reply.
I'm so excited to team up with you and work together to make things happen!

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