

# HOW DID YOU MAKE THIS?

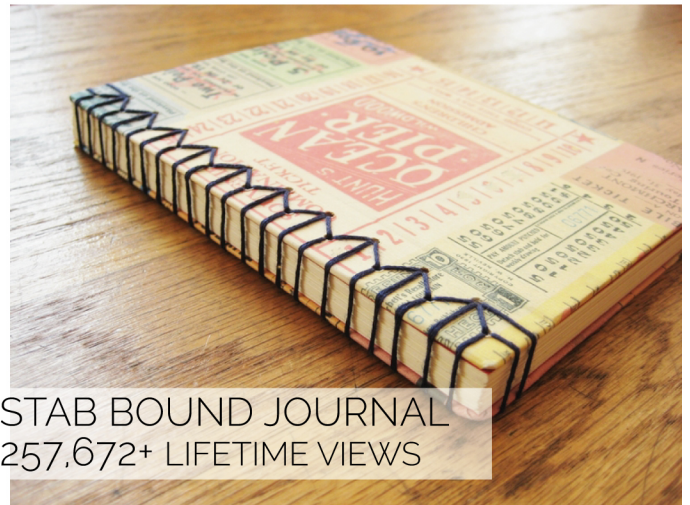
## LUXE DIY

### ABOUT US

How Did You Make This? is a blog full of tutorials on how to make luxe items to wear and to have in your home.

Our unique projects-only format means each post requires a lot of time and effort, and our readers spend a lot of time on our blog learning from us and working on their own versions of our projects. Our very engaged readers are quick to share/reblog links from our social media presence (facebook, twitter, tumblr, bloglovin', email blasts, and rss.) Many of our readers post photos on their own social media accounts of their completed projects based on our tutorials.

Throughout their respective professional careers, the authors have worked on projects for a huge number of major US and international brands including Swarovski, Levi's, Brach's Candy, Macy's, Carson Pirie Scott, Guess, Craftsman/Kenmore, Instructables, London Times Fashion, Make: Magazine, Servo Magazine, Nuts and Volts Magazine, and more.



STAB BOUND JOURNAL  
257,672+ LIFETIME VIEWS



BEADED STARS  
91,913+ LIFETIME VIEWS



BEADED LACE MEDALLION  
47,205+ LIFETIME VIEWS



# AUDIENCE PROFILE

Our readers are **style conscious, creative**, and **motivated to try new things**. They have an adventurous spirit and often find our site for the first time through a term they searched or a 'pin' they clicked on because **they want to learn something new**.

The monthly page view rate has been consistently in excess of 72,000 per month for more than two years, with many months above 100,000 page views.

Our readership is approximately **64% female/36% male, affluent, educated**, and primarily **young adults**. They are developing their own fashion styles and living spaces, often for the first time, and come to us for ways they can personalize these with DIY elements.

Total Social Media/Opt-In Reach: **9,600** and growing

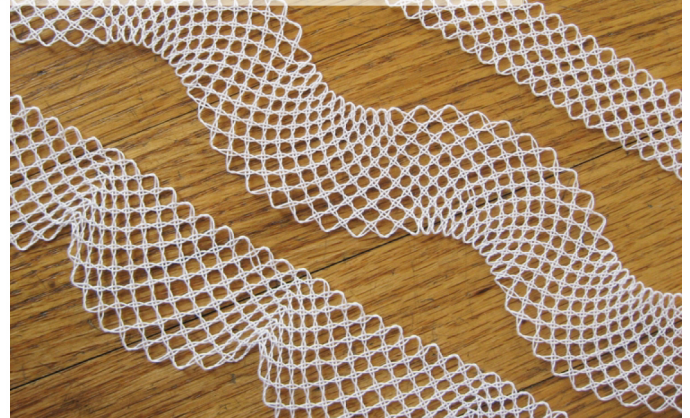
Our most common emails from readers are **requests for more information** about the **supplies** used in a project, seeking brand names and product availability.

Our readers are very active on Pinterest - it's always one of our top traffic referers. Most posts also appear on Craftgawker, where we have many highly viewed/rated projects. The other sites our readers frequent focus on **fashion, cosmetics, hobbies, home & garden, home decor** and **design**.

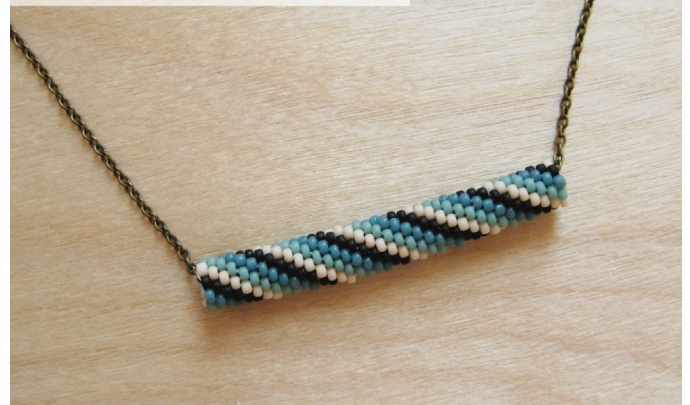
DIAGONAL BASKETWEAVE KNITTING PATTERN  
59,046+ LIFETIME VIEWS



BOBBIN LACE BEGINNER SERIES  
34,883+ LIFETIME VIEWS



BEADED BEAD NECKLACE  
70,517+ LIFETIME VIEWS





# GEOGRAPHY

## TOP GLOBAL REGIONS

1. Northern America
2. Northern Europe
3. Southern Europe
4. Western Europe
5. Eastern Europe
6. South-Eastern Asia
7. Australasia
8. South America
9. Western Asia
10. Southern Asia

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## TOP COUNTRIES

1. United States of America
2. Canada
3. UK
4. Australia
5. Spain
6. Germany
7. Hungary
8. France
9. India
10. Greece

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## TOP US METROPOLITAN AREAS

1. New York
2. Los Angeles
3. San Francisco
4. Seattle-Tacoma
5. Boston
6. Chicago
7. Washington DC
8. Philadelphia
9. Portland OR
10. Minneapolis



CHEVRON FRIENDSHIP BRACELET  
30,538+ LIFETIME VIEWS



FEATHER BROOCH  
35,103+ LIFETIME VIEWS



LEATHER SHOULDER BAG  
40,311+ LIFETIME VIEWS

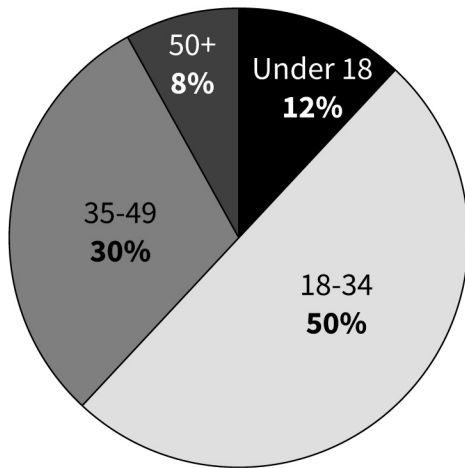


NEEDLE LACE SKELETON LEAVES  
40,609+ LIFETIME VIEWS

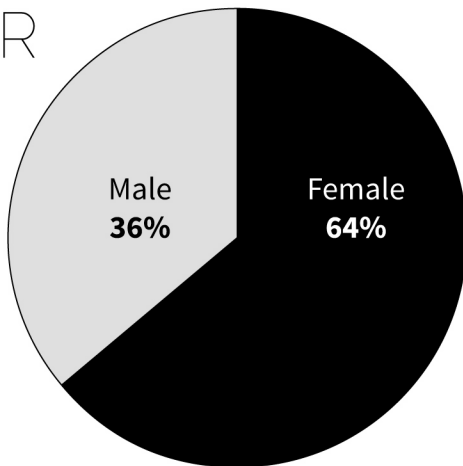
# DEMOGRAPHICS

The monthly page view rate has consistently been in excess of **70,000** per month for more than two years, with many months reaching above to **100,000** page views.

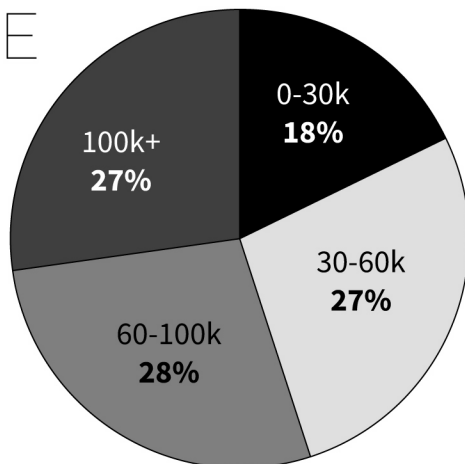
## AGE



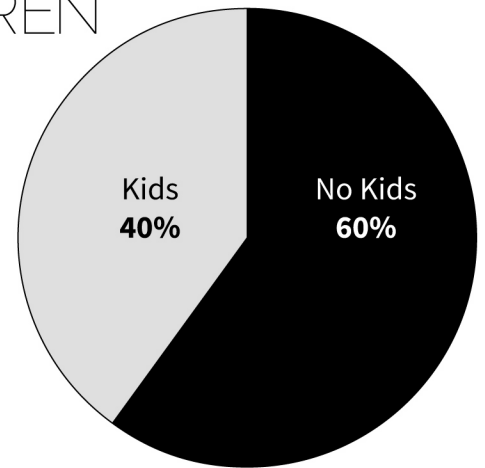
## GENDER



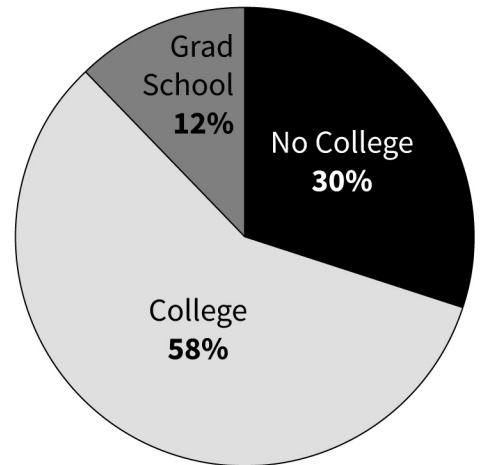
## INCOME



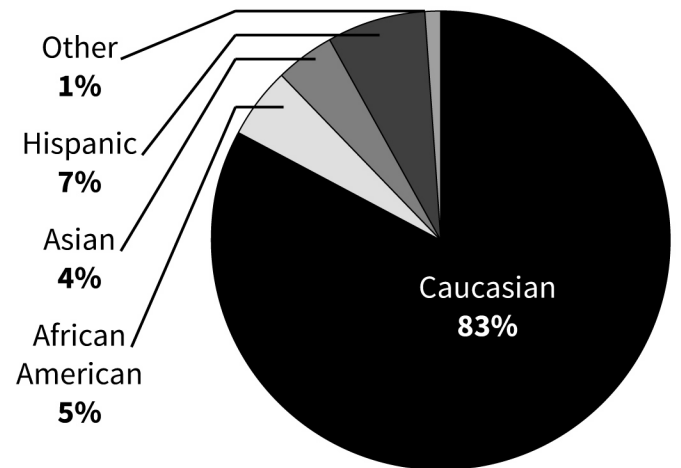
## CHILDREN



## EDUCATION



## ETHNICITY



All statistics in this document are compiled from Google Analytics, Quantcast Analytics and sovrn (formerly Lijit/Federated Media.) Every attempt has been made to ensure accuracy at the time of publishing. All statistics, of course, are subject to change due to the nature of publishing on the internet.



# FEATURED IN:

## Named “Best Craft Blog” in “The Craftys” 2014

- H&M Life
- Craft:Magazine
- Elle Decor Online (Sweden)
- Make & Sell Jewelry Magazine
- Hoop-la! Magazine
- Apartment Therapy
- Poppy Talk
- Kollabora
- Whimseybox
- BuzzFeed
- Dailybuzz
- BurdaStyle
- Craftgawker
- Skillshare
- Stripes and Sequins
- The 36th Avenue
- Trendhunter
- One Pretty Thing
- Not Martha



GEOMETRIC CANDLES  
6,881+ LIFETIME VIEWS



SOLID LOTION BARS  
14,278+ LIFETIME VIEWS



ANCHOR AND BRAID BRACELET  
15,988+ LIFETIME VIEWS

## PROMOTIONAL OPPORTUNITIES

We offer several options for marketing your brand. In addition to traditional banner ads, we work with sponsored posts and special projects to create memorable promotions.

## TRADITIONAL AD SPACES

**Column ads are stored directly on our server so they are much less likely to be blocked by Ad Block or other similar blocking services.**

Rectangle ads placed in the right hand column are available on a monthly or CPM basis. Contact us for current rates and availability:

**[hdymakethis@gmail.com](mailto:hdymakethis@gmail.com)**

## SPONSORED POSTS

Sponsored posts are designed to create a memorable, and creative experience to connect our readership with your brand.

Our project oriented content means our posts are “evergreen.” Some of our most popular posts are years old and still get thousands of views every month. Your link will remain with the project forever and will continue to be seen by our readership indefinitely. A link will appear ‘above the cut’ for the browsers to view on the main page, and within the complete article for the readers who view the specific project.



2-IN-1 BAG  
9,609+ LIFETIME VIEWS  
**SPONSORED POST**



RIBBON WOVEN CHAIN  
20,996+ LIFETIME VIEWS  
**SPONSORED POST**



**A sponsored post can be created in several ways:**

1. **A link of your choice** paired with the acknowledgment that you sponsored the post.
2. **A project created using your craft/art supply** (also with an acknowledgment link.) This placement creates a more direct 'call to action' than simply announcing a new product. One of the most frequent emails we receive is to inquire about where we sourced a supply for a project.
3. **A lifestyle project where your non-DIY product is paired with a DIY project** (also with an acknowledgment link.)

Examples:

- A DIY accessory piece designed to be worn with a dress from a fashion line.
- Updating table linens to coordinate with a flatware set.
- Creating an etched glass project to accompany a mixed drink featuring a liquor brand.

This approach maintains consistency with our DIY blog format and frames your product in a way that encourages readers to imagine living with your brand.

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We will consider a discount for advertisers who are interested in doing a 3 part or more series of sponsored posts.

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In the event we feel we cannot represent your brand adequately we will refuse your offer. Thank you for your understanding.

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The authors of HDYMT? love being involved in brand promotion, speaking engagements, workshops, video projects, and any other projects or opportunities to promote the DIY ethos. Please feel free to pitch any ideas you may have how we can work together to promote your brand.

Contact Kris directly at: [hdymakethis@gmail.com](mailto:hdymakethis@gmail.com)

HOWDIDYOU MAKETHIS.COM



[hdymakethis@gmail.com](mailto:hdymakethis@gmail.com)