



AttaGirlSays.com

amy@attagirlsays.com  
facebook.com/attagirlsays  
twitter.com/attagirlsays  
instagram.com/attagirlsays  
pinterest.com/ajastro

## Audience

Atta Girl Says readers are busy women who love homemade living at modern speed. They are educated decision makers looking for creative ways to enrich their families' lives and create a welcoming home. My audience is comprised of cooking and crafting enthusiasts with an interest in home improvement and decor.

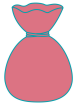


86% of readers are women

56% are parents



26% are between 25-34  
23% are between 35-44  
17% are between 45-54



31% of readers have an income of \$50-\$100K

20% have an income of \$100K+



44% are college graduates  
13% have attended grad school



Founded in 2012, Atta Girl Says is the online destination for women who share my passion for living homemade. I encourage and empower women to explore their creativity through fun and easy crafts, party ideas, DIY projects, decorating ideas and delicious recipes.

My focus is on ideas to make your home brighter and your heart lighter.

You don't have to be an expert to complete the projects on Atta Girl Says. I break each down into easy steps, sharing helpful tips and funny quips along the way. I want my readers to view me as a teacher, cheerleader and sassy southern sidekick in their creative journey.

Most importantly, I want readers to feel proud of what they've made.  
"Atta Girl! You did it!"



## About Amy Buchanan

Crafty, sassy and irreverent, I'm a decorator, cook, crafter and consummate dabbler in all things domestic. Creativity keeps me up at night, and I wouldn't have it any other way!

I am a "recovering" newspaper reporter and the author of five business books, including *The eBay Millionaire*, *The Bear Necessities of Business* (with Build-A-Bear Workshop founder

Maxine Clark) and *Making Dough: The 12 Secret Ingredients of Krispy Kreme's Sweet Success*.

With my 10 years of reporting experience, plus a background in public relations and marketing, I bring a unique perspective to brand partnerships. I can tell your company's story in an engaging and authentic way, while also educating, entertaining and serving readers of Atta Girl Says.

## Services

Sponsored Blog Posts  
Brand Ambassadorship  
Sponsored Social Media Posts  
In-Person Events & Classes  
Project Design  
Editorial Content & How-To  
Freelance Writing  
Photography & Photo Styling



## Reach

85,000 pageviews/month  
62,000 Pinterest followers  
9,400 Facebook followers  
5,100 Twitter followers  
4,000 email subscribers  
3,100 Instagram followers



## Past Brand Collaborations

World Market  
DecoArt  
Wagner  
Miele  
Wayfair  
At Home  
Dollar Tree  
Harris Teeter  
Gameband  
Luck's Foods  
Tervis  
Cricut  
Walmart  
General Mills  
Kohler  
Smithfield  
Mars  
Visit Orlando

Ideas to make your home brighter and your heart lighter