

# Kate Riley



## Centsational Girl

"As the host of our blog-hop, Kate helped drive high engagement and awareness around our brand. Her inspirational projects helped us touch new public audiences in a meaningful way and provided beautiful content for us to share with our owned communities."

- Gina Jacobson, Social Chorus, 3M ScotchBlue campaign

"Centsational Girl's blog has helped our brand reach a new market while giving our current customers useful tips on entertaining and design! We appreciate her fun and creative use of our products from creating the perfect sangria party to designing a stylish dining room."

- Carla Moreira, Marketing Manager, Cost Plus World Market

## Websites & Profiles

[www.CentsationalGirl.com](http://www.CentsationalGirl.com)   [www.KateRiley.net](http://www.KateRiley.net)

Pinterest: CentsationalGrl 240,000+ followers

Twitter: @CentsationalGrl 21,000+ followers

Facebook: CentsationalGirl 58,000+ followers

Instagram: CentsationalGirl 13,000+ followers

Email: centsationalgirl@gmail.com

Monthly Pageviews 1.3 - 1.4 million

Unique Visitors 750,000 average

Blog Ranking: 1 (BlogTopSites)

Survey demographics - see next page

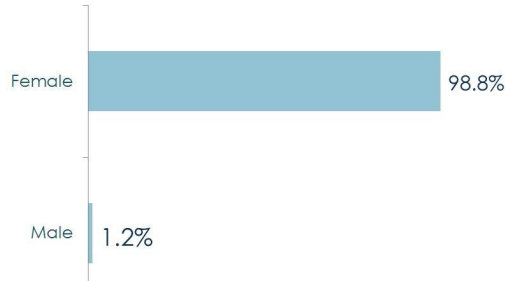
Kate Riley is the creator, decorator, and do-it-yourselfer behind the blog Centsational Girl. Kate's blog is one of the most popular decorating and home improvement blogs with a readership over 30 thousand who tune in daily to be inspired by her personal projects and spaces, and her tips and advice on savvy decorating. Kate also writes on a monthly basis for My Colortopia by Glidden and the Lamps Plus Style Illuminated blog.

Kate regularly partners with reputable home decorating brands to showcase great design ideas. Past and current partners include World Market, Waverly, Pine Cone Hill, Pottery Barn, West Elm, Michaels, Hayneedle, Glidden, Rust-Oleum, Birch Lane, Home Depot, Lowes, and 3M ScotchBlue Painters Tape, (among others).

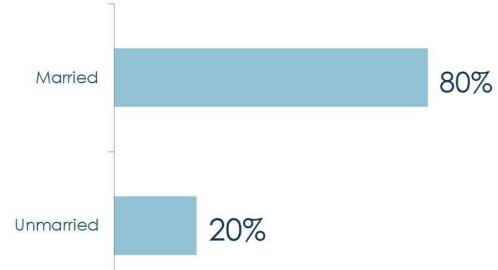
Sponsor and/or Partner needs are tailored to the individual brand and priced by campaign.

# Reader Survey Demographics:

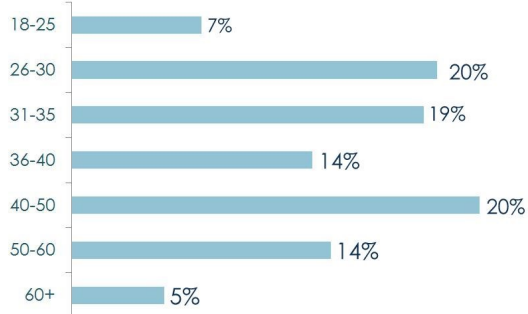
Male or Female



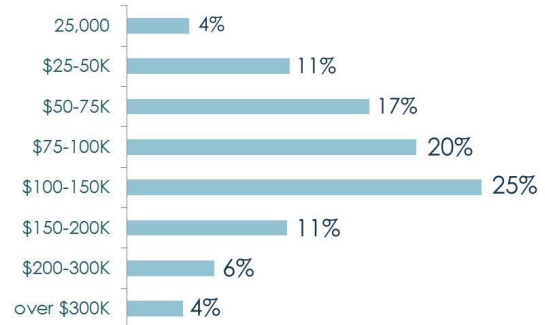
Marital Status



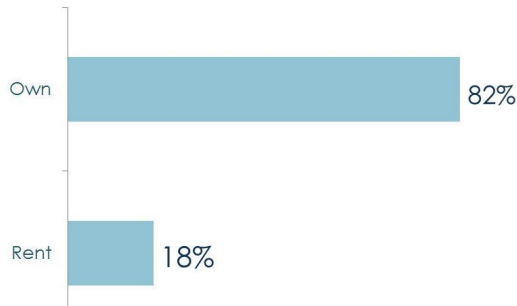
Age



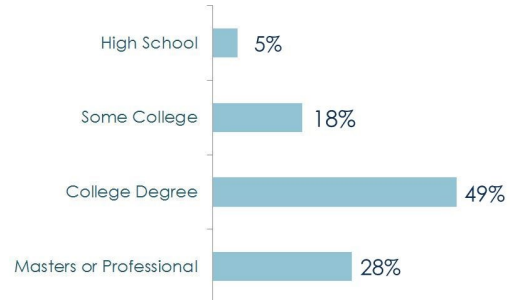
Annual Income Level



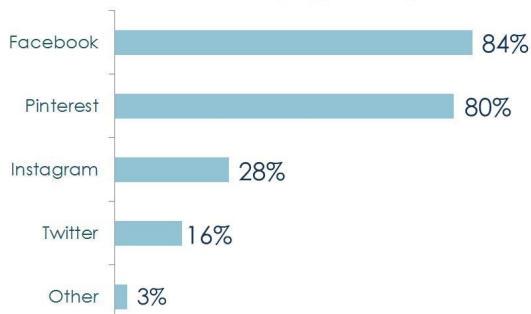
Own or Rent



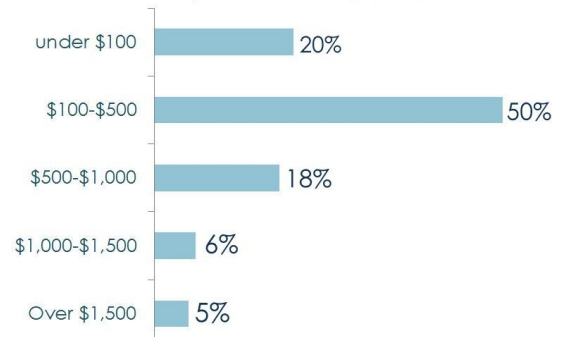
Education



Social Media (Regular Use)



Seasonal Budget for Decorating (every 3 months)



Favorite Posts



Reader Hobbies

