

southern made simple

keeping things simple with a smidge of southern charm



Laura Tucker

Recipes | Lifestyle | DIY | Home Décor & More

southernmadesimple.com

THANKS FOR YOUR INTEREST, I CAN'T WAIT TO WORK WITH YOU!

Established in 2015, Southern Made Simple started as a creative outlet to share the many lovable aspects of the southern culture, including but not limited to recipes, home décor, DIY projects and family-friendly products and services. Over time, the reach has extended to all corners of the globe, sharing a broad range of simple recipes and creative content appealing to readers who love to celebrate the goodness of food, family and fun!

RECENT COLLABORATIONS

Southern Made Simple has recently partnered with and created original content for Coca-Cola, Amazon, International Delight, Sargento, Ebates, Green Giant, Nabisco, FoodSaver, General Mills and many more. Recipes have also been featured in published cookbooks and regional magazines.

MY READERS ARE YOUR CONSUMERS!

Southern Made Simple reaches a demographic that is mostly female (89.4%) ages 25-34 (26.45%) and 35-44 (23.37%). My audience is primarily based in the US (87.09%). Food and dining is the #1 searched category, followed by family focused content.

RATES:

Southern Made Simple is happy to collaborate with your brand or company!

Sponsored post rates are as follows:

Recipe Development: \$300 + cost of supplies

Product Reviews/Other: \$250 + product

Social Shares Only: \$50 across all 4 platforms

All rates include 4 social shares. Turnaround time for sponsored content is no less than 2 weeks. Additional rates will apply if rush time is needed or if additional social shares are requested.

SOCIAL REACH



8.3K+



2.6K+



2.9K



9.2K followers
4.4mil monthly viewers

BLOG STATS

Daily Views - 3,000+
Monthly Views - 84,000+
Unique Views - 69,000

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