



So Sew Easy is a fast-growing blog with loyal and engaged readers, all keen to learn more about sewing whether it's clothes, for the family or for the home. It's a fun packed site with regular posting, free patterns and tutorials to download, and a weekly newsletter. Readers actively engage with promotions, giveaways and recommendations.



Blog statistics

- Monthly page views - 670,000+
- Monthly unique visitors - 304,000
- Posts per month - 14 (ave)
- Patterns downloads p/mth - 60,000+



Social media

- Pinterest - 64,000+
- Facebook - 29,000+
- Newsletter - 22,000+
- Twitter - 2,000+



Statistics current at Apr 2015

Deby enjoys working with brands and sites, large and small, to individually craft promotions that will get you the greatest exposure on the So Sew Easy site or on social media.

Enjoy Pinterest success with a pin on the So Sew Easy boards to promote your business. Create buzz with a giveaway, or a project featuring your fabric or products. Let's craft something together to bring you into the spotlight.



Advertising rates

Sidebar advertising from \$30pm

Discounts for long term spots

Premium advert incl sponsored post from \$120

See <http://so-sew-easy.com/advertise>

Ask for a custom package!

Testimonials

I have worked with Deby for almost a year and I always feel like I get an outstanding value for my investment. Deby goes above and beyond when it comes to promoting my business. Her posts, newsletter, pins and Facebook posts do reach her followers-they aren't just numbers. I can track the performance of my ads through the use of coupon codes and the clicks to my shop and traffic I get from So Sew Easy is well above average. I'm always impressed by the value offered by the Featured Advertiser package. It's not just a large banner, but a complete package designed to get your business noticed. Irina, Zipper Shop

Contact details

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Baby changing mat pattern
2 different styles

