

hello happiness

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ABOUT HELLO HAPPINESS



TARGET AUDIENCE

The Hello Happiness reader includes women in their late-20s through mid-30s... career-oriented, family-centric, & college educated. She's a stylish gal who loves to shop for the latest trends & classic style & isn't afraid to incorporate a little color!

They are extremely motivated, love to throw parties, well-traveled, enjoy an active & healthy lifestyle and gets giddy about fashion & design.

Fans & followers also include women who are pregnant & new mommies looking for someone to relate to.



SITE VIEWS + STATISTICS

- 42K Unique Followers Across All Social Media
- **Blog:** Daily Views: 3.6K+ | Monthly Views: 106K+
- Unique Visitors/Month: 26K+
- **Instagram** followers: 36K+
 - Average Likes: 350+ | Comments: 35
- **Twitter** followers: 1.3K+
- **Pinterest** followers: 3.5K+



HELLO THERE

AUTHOR Natasha Stoneking

LOCATION Nashville, Tennessee

ROLE Life + Style Blogger |
Children's Boutique Owner

I'm Natasha & I am a thirty-something Tennessee gal, born & raised in Nashville, with a fondness for all things southern. I'm a wife to Jeff, mother to two girls, Caroline [5] and Carson [4] & owner of [Sugar Bit](#), a children's boutique.

Hello Happiness is a life + style blog that celebrates the everyday "happies" that make life better. From fashion, family + friends, to running a business, while sharing my favorite tips for fitness and fun, this diary is more than nine years in the making & its evolution has seen me through my single girl days in Music City, planning my dream wedding, preparing for motherhood, & now raising my children, all while running a blog & business.

A self-proclaimed addict of all things happy, I'm the epitome of an eternal optimist & the most type-A person you will ever meet. I love to travel, entertain, workout, play dress-up & spend time baking in the kitchen. I'm young-at-heart, always on the go & rarely do I think before I speak.

I blog to connect with other women going through the same season of life, to inspire others to make the most of their days & to share the joy and happiness that each day brings.

best, *natasha*

MORE ABOUT NATASHA...



must haves

FRESH FLOWERS
SUNGLASSES
COFFEE



favorite things

MY DAUGHTERS' LAUGH
CLEAN SHEETS
DRIVING WITH THE WINDOWS DOWN
PRETTY STATIONERY



most beloved quote

"A GIRL SHOULD BE TWO THINGS...
CLASSY & FABULOUS."



loves

COLORFUL PENS
REAL HOUSEWIVES
GOOD EYELINER
WORKING OUT



places i love

NAPA
NEW YORK
NASHVILLE



drink of choice

MIMOSA
MOSCOW MULE
BLUE MOON

XOXO

POPULAR POSTS

- + [Nordstrom Sale: Dressing Room Diaries](#)
- + [Cold Shoulder Dress Love](#)
- + [Fourth of July Statement Style](#)
- + [Summer Family Pics](#)
- + [Give Me All the Gingham](#)
- + [Our Dining Room: The Final Design](#)

RECENT COLLABORATIONS

- + [Workout Style with Hylete](#) | July 2017
- + [Summer Handbags w/Opry Mills](#) | June 2017
- + [Perfectly Styled in Pink](#) | May 2017
- + [Cobalt: My Love Affair Continues](#) | April 2017
- + [The Grand Ole Opry](#) | March 2017
- + [Preppy in Peplum](#) | March 2017
- + [HomeGoods Mudroom Re-Do](#) | Sept 2016
- + [Game Day w/Stewart Simmons](#) | June 2016

PRODUCT REVIEWS + GIVEAWAYS

- + [ProYo: Ice Cream Season is Here](#) | May 2017
- + [Keen Kids: Summer Fun](#) | May 2017
- + [Palmer's Beauty Challenge](#) | April 2017
- + [Custom Art w/Minted](#) | August 2016
- + [Nashville Steeplechase](#) | April 2016
- + [Jewelry TV: Diamonds](#) | April 2016

SPONSORSHIPS

I love to partner with businesses & brands that I wholeheartedly believe in, fully endorse & love. All opinions & statements are mine & I am completely honest with my readers about companies I work with.

Interested in collaborating? Types of features I offer consist of:

Blog Post: \$500 Flat Fee [includes 1 dedicated blog post and social media posts on IG, Facebook, and Twitter]

Social Media Promotion: \$200/Channel [IG, Twitter, Pinterest, and/or Facebook]

Giveaways: Custom pricing depending on scope, turnaround, etc.

Within each package, I am happy to customize the included options to meet your individual needs and budget... we can work together to create something truly unique.

Email natashamassey@gmail.com so we can talk specific details... I look forward to working with you!

NOTEWORTHY BRAND COLLABORATIONS

HAYDEN  REIS SHOPBOP

HomeGoods
comfort
JEANE

STYLE ME
Pretty



OPRY  MILLS

PALMER'S

Framebridge



EMBASSY SUITES
HOTELS®

Red Dress

Southern Living

Zappos
com 

