

Laura Mintz

A Life + Style Blog

ABOUT THE BLOG

Laura Mintz: A Life + Style Blog is a destination for women of all ages to discover ways to live their life to the fullest. Through creative visuals and genuine, honest content, Laura connects with readers on a personal level. She builds a relationship, while helping them find the information they are looking for, from a source they can trust. Laura desires to inspire hearts and lives with her honesty, life stories, opinions, and content.



ABOUT THE BLOGGER

Laura Mintz is an Asheville, NC based life and style blogger. She is in her late thirties, married, and has a teenage daughter. Laura has the unique ability to create content that resonates with a diverse and large age range. She is passionate about helping others feel beautiful, inspiring women to chase their dreams, and creating a place where women can open up and engage with her about real life. Laura likes to describe her style as classic with a touch of sparkle and fun. She loves work wear; as she is a full-time marketing manager, but also loves trendy casual looks too. Laura loves to travel and hopes to discover many new destinations this year. She is a woman with a heart for others and seeks to inspire daily!



DEMOGRAPHICS/ENGAGEMENT

83% are women
41% are 25-34
20% are 35-44
15% are 45+
3%+ engagement rate

SITE TRAFFIC

1,000+
Monthly Page Views

* Laura rebranded her blog in July 2019 from Illuminate Blog. These are the current stats on the new site since it launched.

SOCIAL MEDIA



10K Followers

@lauramintzblog



187 Likes

@lauramintzblog



211 Followers
447K Monthly Views

@lauramintzblog

PAST AND PRESENT PARTNERS

- Chicwish
- noosa yoghurt
- Bare Republic
- Dressbarn
- Plum and York
- Michael Todd Beauty
- Mavette Designer Shoes
- Planet Oat
- Nickel & Suede
- Jon Josef

LET'S COLLABORATE

Want to create beautiful content that authentically highlights your brand? Laura Mintz is available for collaborations through the blog, Instagram, YouTube, travel, and events. For more information on what that looks like, feel free to send me an email or give me a call!



CONNECT

Contact me to find out more about how we can work together.

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