

UK LIFESTYLE & INTERIOR BLOGGER

WWW.PAULINASTELMACH.COM



ABOUT ME

My name is Paulina and I am 22 Interior Design graduate from England, UK. I moved to England three years ago to pursue my dream of becoming an interior designer, which is when the idea of starting a blog began. I have always been passionate about writing and photography and wanted to start a blog for a while, but something always held me back. I decided to start my blogging journey last year and I have loved every minute of it.

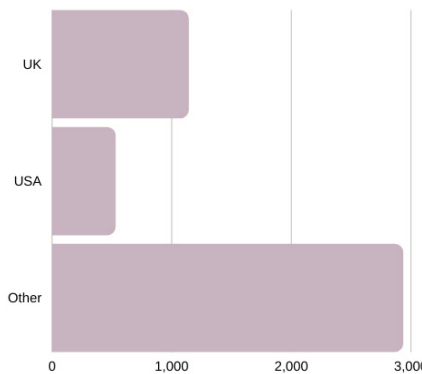
BLOG STATISTICS



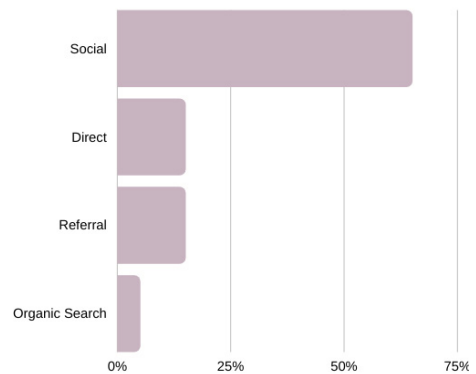
Paulinastelmach.com is a blog where I write about interior design, lifestyle and social media. I decided to start sharing my thoughts with the world as I came to a realisation that writing everything in my journal wasn't enough for me.

I post every Saturday and I have recently re-launched my blog as I was not happy with the design or content that I was creating.

I have Graduated from university with a First Class Honours degree in Interior Design this summer and although getting a job is hard right now, I want to share my interior knowledge with my audience.



LOCATION



TOP CHANNELS

581

VISITS

450

UNIQUE VISITORS

676

POST VIEWS

DATA COLLECTED IN THE LAST 30 DAYS

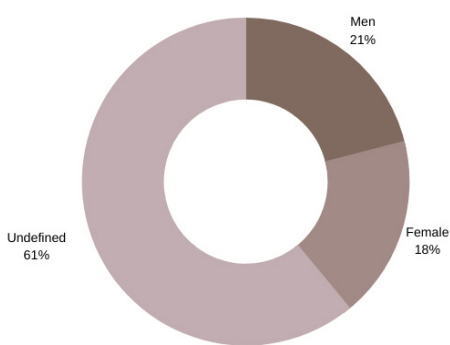
INSTAGRAM AUDIENCE



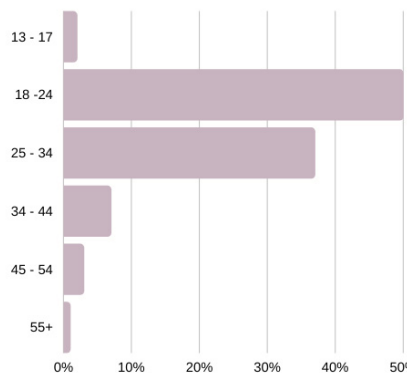
I have started my Instagram account back in 2014, but it wasn't until January 2020 when I started using it as a platform to share my blog and connect to similar minded people. Since then, I have already gained 1,500+ new followers, and on average I gain 6 followers a day.

Only recently I have found a theme and an audience that loves what I share so creating content for Instagram is not a chore for me; it is something I learnt to love and enjoy.

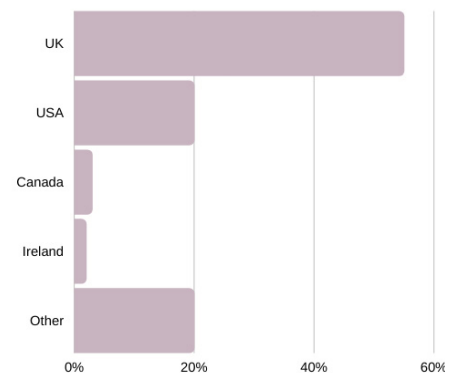
With each of my posts reaching over 1,000 people, I am hopeful that I can continue to grow and use this platform to its full potential.



GENDER



AGE RANGE



LOCATION

7%

ENGAGEMENT RATE

200

AVERAGE LIKES

56

AVERAGE COMMENTS

DATA COLLECTED IN THE LAST 30 DAYS

TWITTER AUDIENCE



Twitter is a very successful platform for me and my blog. I joined Twitter nine years ago, but only recently I started using it again to promote my blog and Instagram and to talk to similar-minded people who also love to blog and create content.

This social media platform is where I feel the most like myself. I grew an amazing following of people who I can always count on.

I am proud to say that my tweets are doing better than I ever expected them to; at just 4,600 followers I get over 65,000 tweet impressions a month!



65.4K

TWEET IMPRESSIONS

1,074

PROFILE VISITS

297

MENTIONS

DATA COLLECTED IN THE LAST 30 DAYS

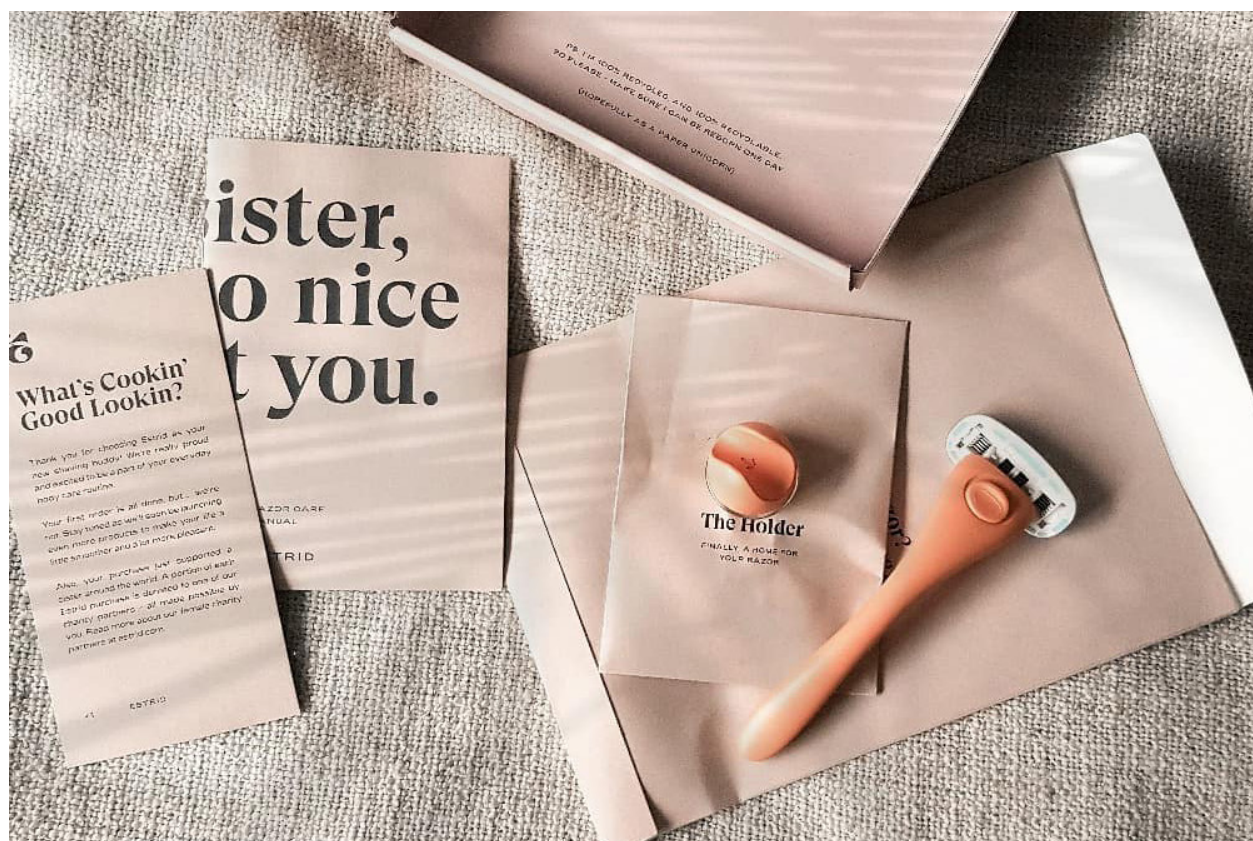
PREVIOUS COLLABORATIONS



My most recent collaboration was with a company called “Matis Paris” and they are a Parisian brand that specialise in French skincare products,

I have also worked with the following brands: Estrid Razors, Bru Cups, Raw Bakes Station, SkinKissed, Tea Pigs, Linwoods, CanOWater, Willow and Finn, The Drinks Bakery, Orangutan Style, Shine Bars and Blue Rock Living.

A lot of the brands stated above are sustainable and eco-friendly which is a huge part of my life because as an Interior Designer, I always have to make sure my designs are sustainable therefore I love helping out brands that have sustainability in their company ethos.



RATES & SERVICES

BUNDLE 1

**1 x Instagram feed post
2 x Instagram story**

Are you wanting to grow your Instagram audience and get people to know about your brand?

With my posts reaching over 1,000 people, and my account reaching over 10,000 people a week, I can guarantee that my post featuring your product/service will be seen!

£50

BUNDLE 2

**2 x Instagram feed post
4 x Instagram story
2 x Tweet to the IG post**

As well as Instagram posts, this bundle also includes two shares over on my Twitter with a link to your brand and the IG post.

My Twitter profile reaches on average 70,000 people a month and mostly every posts gets 3,000 impressions which means that our collaboration will be seen by a few people.

£100

BUNDLE 3

**2 x Instagram feed post
4 x Instagram story
2 x Tweet to the IG post
1 x sponsored blog post**

The third bundle includes everything the other two do, **PLUS** a sponsored blog post with links to your website or desired destination.

This also includes 6 x Pinterest posts that will be created and linked to the sponsored blog post. On average, I reach around 300,000 people a month.

£140

GIFTED POST

As well as these bundles, I work with brands where I post about them on my social media in return for a gifted product - this includes two stories on Instagram and if I like the product, I might post about it on my feed but I am not entitled to - if I choose post your gifted product, I will write an honest review.

PRESS TRIPS & EVENTS

I am new to the blogging community, but I am always on a lookout for new opportunities to grow my blog. If your brand offers press trips and events within the Leicestershire area, I'd be interested in attending; but I am also open to travelling across the country and the world to meet new bloggers, influencers and brands that inspire me!

If you would like to work with me, please don't hesitate and email me at **paulinaastelmach@gmail.com** or message me on Twitter or Instagram