

HAUS *of* LAYNE

2018 MEDIA KIT



WELL, HELLO!

So nice of you to be here! I'm Kara Layne- multi- passionate entrepreneur, wife to that bearded guy, mother to five cubs, second generation Arizona native and taco enthusiast.

I began writing and blogging in 2008 when I began my professional creative career as a wedding and portraiture photographer. Over time and as my family has grown, I have adjusted my direction to mold my career into what fits my lifestyle which I will always be thankful for. I have found my sweet spot right where I am now - as a blogger and content creator.

I am so lucky to have loyal brand followers friends who have been with me since day one as well as many new ones with the launch of Haus of Layne. I love building a community around beautiful, uplifting and inspirational things.

Thank you so much again for being here. Thank you for seeing something in me and Haus of Layne that you find inspiring. I truly look forward to hearing from you and getting the opportunity to collaborate on something amazing!





PUBLISHING SCHEDULE:
Mondays, Wednesdays & Fridays

THE COMMUNITY

The average Haus of Layne readers are fellow mothers and women who love home and family inspiration, value beautiful things, good design and live life creatively.

Women | Ages 25-34 | U.S.

Monthly
PAGE VIEWS

12,000 +

Unique
MONTHLY VISITORS

6,800 +

The
RETURNING VISITORS

60%

The
NEW VISITORS

40%



HAUS of LAYNE

EMAIL SUBSCRIBERS

700 +

*STATS ARE ACCURATE AS OF 8/15

GET SOCIAL



3,540+
friends

Average post per day: 1



140,000+
monthly viewers

Average pins per day: 15



42
and growing!

Posts on Mon, Wed + Fri

FEATURES & COLLABORATIONS



AMERICAN  GREETINGS

Reebok 

P&G

 EVERNOTE

the
babycubby

BLANQI

newton 

THE WORD AROUND TOWN

“Gifted writer and photographer. Love that she shares every day, normal family life. So relatable. And she’s just a nice person to top it off!”

DARCIE

“I follow about 50 people/companies on Instagram. I keep the number low because I really want what I “consume” to be valuable to me. I love Kara because she’s relatable and real!”

JENNY

“Kara is the one person in the creative industry who dabbles in so many avenues and does it terrifically! From photography to life with kids, whatever Kara is writing about she finds a way to be super relatable and trustworthy when she shares her knowledge and experience.”

SAMANTHA

“The most beautiful blog I follow! Great original content with a consistent, beautifully branded feel.”

CASEY

“Refreshingly uplifting and inspiring. She is brilliant.”

SALLY

“Kara is this beautiful mom who has 5 kids and shares all kinds of things. She takes gorgeous pictures and is very inspiring. I love all that she shares. It’s a happy place to be!”

JULI

THE MANIFESTO

Create. From the Latin word 'creare' related to 'crescere' which means to 'arise, grow, expand'. Living creatively does not require mastered techniques with a paintbrush, it doesn't call upon only those that are imaginative in an artistic form and it doesn't mean one must be well-known in their craft.

Living a creative life means to forget the status quo. Be willing to try something new. It's saying yes to an adventure even if it's in your own backyard, overnight, in the tent that your children were so excited to put together. It's to recognize the opportunities – sometimes the tiniest of moments – to transform the everyday into something more. It's taking a different route home from work just to enjoy a new view. It's lingering a little longer in conversation with an elder. It's saying hello to a stranger. It's making something – anything – beautiful and meaningful. It's taking that picture because you know how important it is to tell the story. It's reading just one more book before kissing them goodnight. It's dessert before dinner because we only live once. It's thinking outside the box. It's dancing just for the sake of dancing because that melody is just too sweet. It's not conforming to outside opinions. It's dancing to the beat of our own drum. It's taking the mundane and transforming it into something inspiring. It's gathering others around your table to break bread. It's waking up before dawn just to watch the sun rise.

No, living creatively does not ask us to be magnificent on a canvas, the elite behind a camera or a beloved actor on the stage. It simply means to live life where no experience is wasted. It means breathing love and beauty into every moment that we can and while we have breath in our lungs. It means to rise to our divine and truest potential no matter what that may be.

When it's all said and done. When the eulogy has been written and the flowers laid upon my casket, I hope that the one thing that escapes everyone's lips when asked what they knew about me has nothing to do with the work I created. Or what I accomplished in life professionally. I hope they simply say that I lived life. And maybe did it with a sparkle in my eye. And an immense amount of love and passion.

So, friend. Just live. And do it creatively.



GET IN TOUCH

If you think we would be a good fit together, please email hello@hausoflayne.com with your product and/or service, website and what you have in mind for a collaboration. We will respond within 24 to 48 hours and can't wait to create something amazing!