

THE CREATOR & PUBLISHING PLATFORM

Stories worth sharing. *Partnerships worth building.*

EricaButeau.com brings together years of independent blogging, real-life storytelling, research, North Country perspectives, and a connected collection of creative ventures.

WHY PARTNER WITH ERICA?

An established voice across lifestyle, family, wellness, home, business, travel and rural life—supported by relevant personal experience and cross-platform storytelling.



WRITER • ANALYST • MAKER

2,400

Subscribed email contacts
(reported Oct 2026)

2011

Long-running blog established

MULTI

Blog, email and social channels

COLLABORATION FORMATS

- **Sponsored editorial** Original articles and useful brand stories
- **Brand features** Hands-on content and product storytelling
- **Social amplification** Creator video, posts and newsletters

SPONSORED AND AFFILIATE CONTENT IS CLEARLY DISCLOSED.

Audience & reach

A transparent channel-by-channel snapshot. Audience totals below should be refreshed before the kit is sent to a prospective partner.

2,400

Subscribed newsletter contacts; directly reported Oct 2026

6 CHANNELS

Planned social account tally; counts pending verification

SOCIAL-ACCOUNT AUDIT

The combined figure will be the sum of account follower counts, not unique people; followers may overlap between accounts. Please confirm current counts from each platform.

CHANNEL	ACCOUNT / DESTINATION	FOLLOWERS
Facebook	Erica R. Buteau professional page	—
Facebook	Legacy Acres farm page	—
Instagram	@ericabuteau	—
TikTok	@ericabuteau	—
Pinterest	@ericabuteau	—
X	@ericabuteau	—

Historic snapshot in the supplied 2026 kit: 3,066 social followers, 12.8K website active users (past 30 days), 988.5K TikTok video views, 712K TikTok viewers, and 72.5K likes during the stated historical reporting window. These are not verified as current. Views and likes must not be added to follower counts.

Ways to collaborate

The rates below were carried over from your supplied 2026 media kit. Confirm and approve prices, placements, usage rights, and deliverables before distributing.

SPONSORED EDITORIAL & WEBSITE

Sponsored blog post**\$750****Short-form video****\$500+****Brand-provided article****\$450****Social add-on****\$200+****Product review****\$850+****Blog + social campaign****\$1,250+****Existing-post update / mention****\$250+****Seasonal campaign****\$1,500+****Display sponsorship****\$300/mo****3-month partnership****\$2,500+**

COMMERCIAL TERMS

All paid, gifted, and affiliate relationships are disclosed. Custom proposals may include exclusivity, whitelisting, content licensing, paid usage, timelines, revisions and performance reporting. Product value is separate from production fees.

LET'S CREATE SOMETHING USEFUL TOGETHER

Brands, agencies, editors and partnership teams are welcome to inquire about sponsored posts, product features, affiliate programs and campaign packages.

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