

Erica Buteau

MEDIA KIT 2026

WRITER • BLOGGER • DATA ANALYST • HOMESTEADER • AUTHOR

Change Agent. Daydream Believer.



ABOUT ERICA

Erica R. Buteau is a writer, blogger, data analyst, homesteader, and North Country storyteller based in northern New Hampshire. Through EricaButeau.com, she shares honest storytelling about wellness after 40, rural life, homesteading, books, family, business, personal growth, and the beautifully messy middle of rebuilding a life with purpose.

BRAND SNAPSHOT



EricaButeau.com —
lifestyle, wellness, blogging,
family, rural living



AndroscogginAfterDark.com —
romantic suspense books,
reader content, author updates



LegacyAcresNH.com —
homestead life, farm updates,
eggs, animals, and
rural projects

GREAT FIT FOR

- ✓ Sponsored blog posts
- ✓ Brand partnerships
- ✓ Product features & reviews
- ✓ Affiliate collaborations
- ✓ Author & book campaigns
- ✓ Custom content and social amplification



*Real life. Honest stories.
Purposeful living.*



ERICABUTEAU.COM
@ERICABUTEAU

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Audience & Reach

AUDIENCE SNAPSHOT



73%

female audience



Core age range:

35-54



61%

moms



50%

household income:
\$50K-\$125K

CROSS-PLATFORM AUDIENCE SNAPSHOT

website: last 30 days • social: last 365 days



12.8K

website
active users



3,066

social
followers



988.5K

TikTok
video views



712K

TikTok
viewers

Additional social engagement: 72.5K likes • 10K comments • 8.9K shares

U.S. AUDIENCE FOCUS



United States 95.1%

TOP CITIES

Berlin, NH 36.9%
New York, NY 14.3%
Los Angeles, CA 7.1%
Milan, NH 7.1%
Phoenix, AZ 7.1%
Gorham, NH 6%

TOP CONTENT INTERESTS

- ✓ Family & lifestyle
- ✓ Wellness & real life after 40
- ✓ Rural living & homesteading
- ✓ Books & author content
- ✓ Business & blogging

Additional analytics and campaign reporting available upon request.



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Partnership Opportunities & Contact

EricaButeau.com welcomes thoughtful collaborations that serve readers with useful, honest, relevant content.



WAYS TO WORK TOGETHER

-  Sponsored posts
-  Product reviews & features
-  Giveaways & seasonal campaigns
-  Affiliate partnerships
-  Social media promotion
-  Custom creator / branded content

BEST BRAND FITS


-  Wellness & self-care
-  Home & household
-  Rural living / homesteading
-  Books & learning
-  Food, kitchen, and family life
-  Small business tools & lifestyle products

CONTACT

-  General blog, brand, media, and consulting:
erica@ericabuteau.com
-  Books and Androscoggin After Dark:
info@androscogginafterdark.com
-  Legacy Acres / farm / homestead:
info@legacyacresnh.com

WHERE TO FIND ME

-  EricaButeau.com
-  AndroscogginAfterDark.com
-  LegacyAcresNH.com

 Partnership inquiry form available via EricaButeau.com/contact

Current rates and custom packages available upon request
• *Sponsored and affiliate collaborations are always disclosed.*



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Sponsored Opportunity Rate Card

Starting rates for aligned partnerships. Custom packages available by campaign scope, usage rights, exclusivity, and timeline.

BLOG + WEBSITE

Sponsored blog post
\$750

Brand-provided post
\$450

Product review
\$850+

Post update / mention
\$250+

Display sponsorship
\$300/mo

SOCIAL + PACKAGES

Short-form video
\$500+

Social add-on
\$200+

Blog + social campaign
\$1,250+

Seasonal campaign
\$1,500+

3-month partner package
\$2,500+

WHAT IS INCLUDED

Sponsored content includes disclosure, formatting, permanent placement when applicable, and reasonable promotion/reporting. Product value is separate from the fee.

COLLABORATION NOTES

- Payment is due before publication or production.
- Sponsored, gifted, and affiliate collaborations are always disclosed.
- Usage rights, whitelisting, exclusivity, paid ad spend, and rush work are quoted separately.

Partnership inquiries: [EricaButeau.com/contact](https://ericabuteau.com/contact) • erica@ericabuteau.com

Books: info@androscoquinafterdark.com • Farm/Homestead: info@legacyacresnh.com

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