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.



WRITER • ANALYST • MAKER

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.

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 dated snapshot of EricaButeau.com and the channels behind the stories.

26.1K
Website active users
26,141 in the reporting period

26.3K
Website page views
26,315 in the reporting period

2,400
Newsletter subscribers
Creator-reported, October 2026

Website reporting period: October 26-November 24, 2026.
Source: Google Analytics 4, ericabuteau.com. Social counts observed November 25, 2026.

SOCIAL CHANNELS

CHANNEL	ACCOUNT	FOLLOWERS
TikTok	@ericabuteau	16.1K
Instagram	@ericabuteau	7,166
Pinterest	@ericabuteau	6,790
Facebook	Legacy Acres at Stearns Brook Farm	3,093
Facebook	Erica R. Buteau | Author page	167

Additional social channel: X / @EricaButeau

Channel audiences may overlap. Social followers, website users and newsletter subscribers are separate measures.

A PRACTICAL FIT FOR EVERYDAY LIFE
Home, coffee, books, farm life, family and women navigating midlife.

Ways to collaborate

Original editorial, hands-on product features and creator content. Rates shown in USD.
Final scope, licensing, placements and timelines are agreed in each project proposal.

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.

erica@ericabuteau.com