

# Less Stuff

# Media pack

[www.less-stuff.co.uk](http://www.less-stuff.co.uk)

easy ways to control clutter, save money & live lightly

[info@less-stuff.co.uk](mailto:info@less-stuff.co.uk)

## www.less-stuff.co.uk is about decluttering for people who love stuff.

Gentle decluttering habits are promoted in this antidote to minimalism.

Alongside decluttering guides content follows a sustainable living ethos and subjects range from cooking, saving money, gardening, crafting, upcycling, zero waste and recycling.

### Lisa Cole

Lisa is a graphic and website designer with 14 years experience blogging and building a tribe.

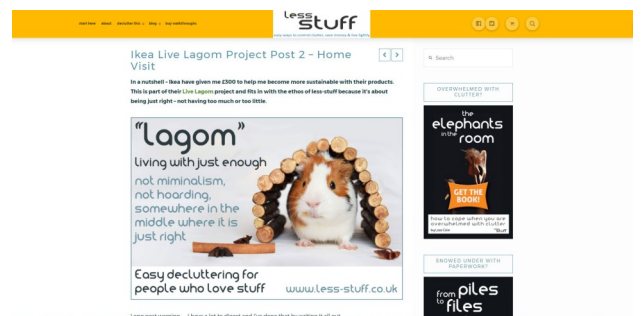
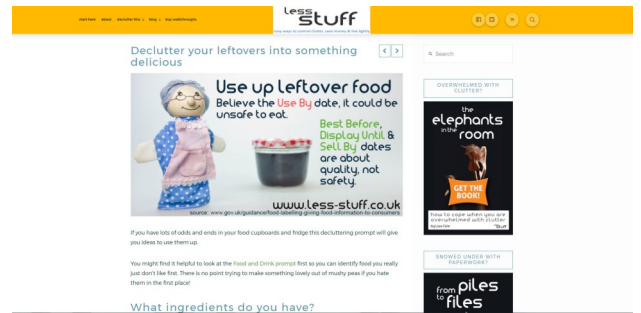
In her previous role as Lisa Lactivist she was interviewed in the Guardian and on the BBC World Service as well as many other national and smaller publications.

Lisa has extensive experience of writing for web and print and her graphic and website skills make her articles stand out with shareable content.

When she isn't working, Lisa lives the less-stuff lifestyle and can often be found preserving seasonal fruit or working out ways to use up the last bit of fabric from a sewing project.



She knits socks compulsively.



# Work with less-stuff.

I am specifically looking for ethical sponsors and advertisers that follow the less stuff ethos. Quality products, money saving gadgets, biodegradable solutions and services that make life easier fit in very well at less-stuff.

If you are a blogger who upcycles, a retailer that sells eco friendly products or a professional declutterer, less-stuff readers are your target audience.

Please contact me to discuss if you think you might fit the bill. I can design bespoke graphics for you if needed for an extra cost. I reserve the right to turn down companies or individuals that do not meet the ethical criteria of the site.

Previous collaborations include Ikea LiveLagom, Boobalou, Zero Waste Week, Plastic Free July & Exeter Baby Activities.

## Sponsored Posts, Giveaways & Product Reviews

A post tailored to bring out the best in your product or service. 5 shares on Twitter and Facebook in the month after publication. 12 further shares to Twitter and Facebook for the year after publication. £100

## Advertising

In the footer, sidebar or in post. £10 a month with no ongoing contract. You will also be thanked as a sponsor in the less-stuff newsletter that goes out every other month.

Please contact me to discuss how we can work together at [info@less-stuff.co.uk](mailto:info@less-stuff.co.uk)

### Stats

The stats are impressive since the launch of less-stuff in October 2016

#### Pageviews:

**+86.26%** increase in page views.  
Month over month growth of  
Sep 7-13, 2017 vs Aug 7-13, 2017

**5096 Pageviews** Aug 15-Sep 13, 2017

#### Unique Visitors:

**2,170 unique visitors** Aug 15-Sep 13, 2017

#### Bounce Rate:

**8.36%**, Aug 15-Sep 13, 2017

#### Social Media:

**Over 2000** social media followers with top tweets gaining **120.5K impressions** over a 28 day period. **4.3K impressions** per day in the last 28 day period on Twitter. Average growth rate on Twitter is **+47** followers a day. Closed Facebook group with **500+** members

**Domain Authority 26**

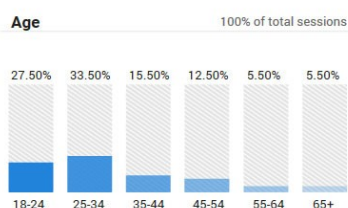
**Page Authority 37**

### Country Share of Users

UK	59.04%
United States	14.81%
Australia	4.03%
Canada	2.72%
Ireland	2.07%
France	1.63%
Germany	1.63%
Netherlands	1.31%
Switzerland	0.87%
Sweden	0.87%

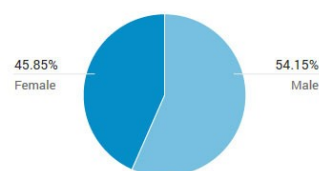
Readers of less-stuff are almost equally divided between men and women.

The average age is 25 to 34 and their interests range from running to food and drink and travelling.



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Gender 100% of total sessions



Interest Category 100% of total sessions

