

Shabby Chic Boho – Media Kit 2026

Website: <https://shabbychicboho.com>

Owner & Editor: Terri L. Beavers

Niche: Lifestyle, Home Décor, Family, Pets, Wellness, Recipes, Travel, Reviews, Technology, Seasonal Content & Gift Guides

Why Work With Shabby Chic Boho?

Shabby Chic Boho is a warm and welcoming lifestyle blog focused on cozy living, relatable storytelling, family life, home inspiration, pets, wellness, seasonal fun, technology, recipes, and everyday moments readers genuinely connect with.

Audience

- Women ages 25–65
- Men ages 30–60
- Young adults ages 18–30
- Primarily U.S.-based readers
- Moms, grandmothers, families & pet parents
- Home décor lovers and holiday shoppers
- Readers seeking cozy, relatable lifestyle inspiration

Sponsored Post & Collaboration Rates

Service	Starting Rate
Sponsored Blog Post	\$250
Sponsored Post + Social Share	\$350
Sponsored Post + Pinterest Promotion	\$400
Holiday Gift Guide Feature	\$500+
Long-Term Campaigns	Custom Pricing

Brand-Supplied Content Rates

Service	Starting Rate
Publish Brand-Supplied Article	\$125
Article + Light Editing & Formatting	\$150
Article + 1 Social Share	\$175
Article + Pinterest Promotion	\$225
Homepage Feature Add-On	\$75
Additional Backlink	\$50 each

Package Deals

Bronze Package — \$175

Sponsored guest post placement, 1 social media share, SEO formatting.

Silver Package — \$350

Custom sponsored article, Pinterest pin creation, Facebook promotion, permanent backlink.

Gold Package — \$500+

Full custom article, multi-platform promotion, gift guide inclusion, homepage feature for 7 days.

Contact Information

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