



# FIDDLE + SPOON

www.fiddleandspoon.com

## WHAT IS FIDDLE + SPOON?

*Fiddle + Spoon began life as a small corner of the Internet: a personal outlet to share the things I love, my inspirations and random thoughts. In a little over a year F+S has grown into a fully-fledged lifestyle blog about food, travel, fashion, photography and design — though still with some inspiration and random thoughts thrown in!*

## WHO READS F+S?

*The vast majority (87%) of Fiddle + Spoon readers are female, between the ages of 25 and 34. They're home decor enthusiasts and self-confessed "shopperholics" with interests in cooking, travel, design and photography.*

*Most readers hail from the United States (24%) and Australia (20%), with the UK and New Zealand following closely behind. 70% of users visit F+S via their desktop computer or laptop, with the remaining 30% using a mobile device — mostly Apple products such as iPhones and iPads.*

## WHAT DO PEOPLE SAY ABOUT F+S?

**“** *We are always looking for online exposure and **Jemima** accomplished that perfectly in her unbiased review of our skincare products. Her content was informative and in an engaging conversational style. Our favourite was her beautiful brand photography display on Instagram which was exactly aligned to our minimalist philosophy and have found it to be so effective to drawing exposure in the online community. Would love to collaborate with Fiddle+Spoon again!”*

— ANNIE LAU, ZEN BOTANICS

**“** *We held a full day of creative workshops as part of Paperlicious in Melbourne and invited **Jemima** along as a guest blogger in return for an unbiased review of the event on Fiddle + Spoon. I was thrilled with the outcome of her blog post which included a concise wrap-up of the event, highlights and links to all the relevant creative people involved, all complimented by her beautiful accompanying photographs. I found **Jemima's** communication regarding our requirements in the lead up to, during and following the event professional and friendly. I look forward to working with Fiddle + Spoon again in the future.”*

— MAGDALENA FRANCO, UNLEASH CREATIVE

## SOCIAL STATS\*

\*correct as of July 24th, 2015.



@fiddleandspoon  
4,500+ followers



/fiddleandspoon  
300+ followers



/fiddleandspoon  
3,300+ followers



@fiddleandspoon  
140+ followers

## WEBSITE STATS\*

\*three month total: May – July 2015.

### PAGE VIEWS

10,000+

### SESSIONS

7,000+

### USERS

6,000+

### SUBSCRIBERS

112

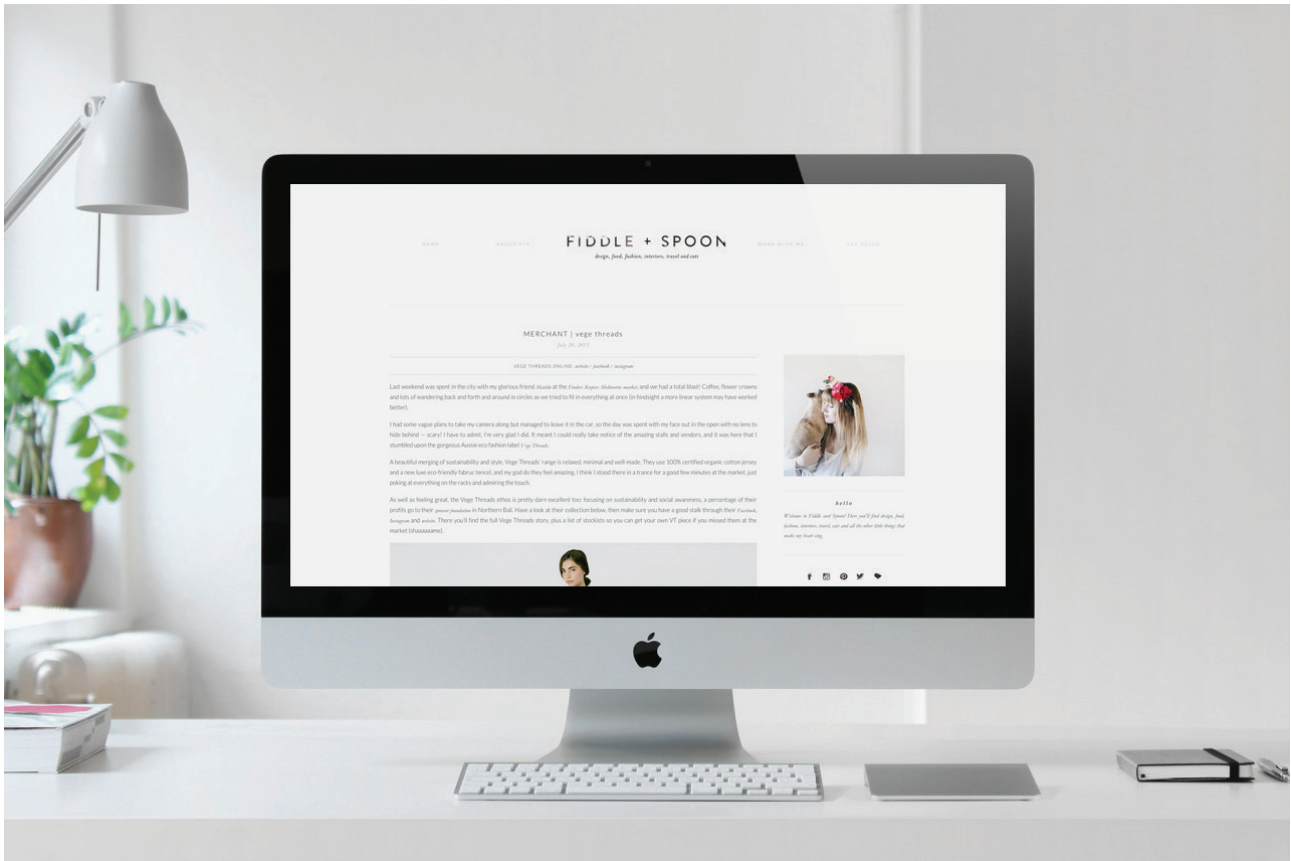


## ABOUT JEMIMA

*Jemima Phelps is a designer by day / blogger by night (and cat-lover always) with a passion for all things creative. Dividing her time between Melbourne and her home state of Tasmania, she loves anything creative she can get her paws on!*

*With a passion for graphic and web design, photography, styling and creative writing, Fiddle + Spoon is **Jemima's** little corner of the internet to explore and share her most favourite things.*

*She's always happy to meet new friends and discuss collaborations and projects, preferably over a cup of coffee and a blueberry danish! Shoot an email through to [fiddleandspoon@gmail.com](mailto:fiddleandspoon@gmail.com) to say hi. x*



## BRAND PARTNERSHIPS

### EVENT COVERAGE

I absolutely love attending workshops and events — the more creative the better! An event coverage brand partnership includes a detailed, unbiased written blog post on my experience at your event, plus a series of photographs if possible. Any photos taken may be shared by/given to the event organisers upon request, preferably with a link back / text credit to Fiddle + Spoon.

The post will be shared across Fiddle + Spoon's Facebook, Twitter and Instagram outlets, and images will be pinned (via the Fiddle + Spoon blog) to the relevant boards. Facebook and Twitter posts can also be arranged in the lead-up to the event.

### PRODUCT REVIEWS

A review post includes a summary of the product (approx 250–500 words) and will always be unbiased and truthful. Where possible, the review will be accompanied by a series of styled photographs featuring the product. Any photos taken may be shared by/given to the event organisers upon request, preferably with a link back / text credit to Fiddle + Spoon.

Reviews are shared across Fiddle + Spoon's Facebook, Twitter and Instagram outlets, and images are pinned (via the Fiddle + Spoon blog) to the relevant boards. Please note that Fiddle + Spoon is very strictly curated, and not all products will be suitable for F+S readers. I will only review and share products/services I believe will benefit my readers!

### GIVEAWAYS

A giveaway post includes a summary of the product (approx 250–500 words) and will be accompanied by a series of styled photographs featuring the product (when possible). Terms of the giveaway can be discussed beforehand.

Giveaways are shared across Fiddle + Spoon's Facebook, Twitter and Instagram outlets, and images are pinned to Pinterest. Please note that the Fiddle + Spoon blog is very strictly curated, and not all products will be suitable for F+S readers. I will only host giveaways for products/services I believe my readers will enjoy!

Have something else in mind? I love suggestions on new and creative ways to work with companies! Shoot me an email: [fiddleandspoon@gmail.com](mailto:fiddleandspoon@gmail.com).

## ADVERTISING

### SIDEBAR RATES

Sidebar advertising is available for purchase at monthly rates, with discounts also available for longer periods:

270x270	1 Month:	\$10.00
	2 Months:	\$18.00
	3 Months:	\$26.00
270x420	1 Month:	\$15.00
	2 Months:	\$28.00
	3 Months:	\$40.00

Please note that the Fiddle + Spoon blog is very strictly curated, and not all advertising will be suitable for F+S readers! Send me an email to discuss any advertising queries and we'll find the best fit for you: [fiddleandspoon@gmail.com](mailto:fiddleandspoon@gmail.com).

270x270px

270x420px

### LET'S GET IN TOUCH!

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