

EST. SEPTEMBER 2025

HER HAPPY HABITAT

MEDIA KIT 2026



WWW.HERHAPPYHABITAT.COM

Self-care, cozy home, and slow living for millennial and Gen Z women.

16K

Monthly pageviews

Up 38% month on month

11K

Monthly readers

Up 33% month on month

175K

Pinterest monthly audience

Up 8% month on month

225K

Pinterest monthly impressions

Up 6% month on month

Who Reads HHH

Women looking for self-care rituals, cozy home ideas and easy, feel-good hobbies. 70% of readers are in the US, Canada, UK and Australia.

United States 55%

Canada 6%

United Kingdom 6%

Australia 3%

62% of visits come from Google search, up 56% month on month, so features keep finding new readers long after they go live.

What I Write About

Self-care and wellness

Journaling, manifestation, routines, and mindset

Cozy home

Decor ideas, seasonal styling and house names

Hobbies and crafts

Low-energy hobbies, air-dry clay and DIY projects

Recipes and hosting

Easy recipes, entertaining and party ideas

Slow living

Slow mornings, hygge and seasonal rituals

Gift guides

Homebodies, self-care baskets, coffee lovers and eco-friendly gifts

Pinterest

11.4K

monthly engagements

5%

engagement rate

2.8K

monthly clicks to site

Work With Me

Sponsored post

A dedicated article written or edited in the HHH voice, permanently live on the site.

From \$125

Product feature

Your product included in a relevant roundup, gift guide or seasonal post.

From \$60

Pinterest promotion

Custom pins for your feature, shared across HHH's Pinterest boards.

From \$45

Hi, I'm Chanel

I'm Chanel, the founder and writer behind Her Happy Habitat. I'd love to create something that feels genuinely useful to my readers and a natural fit for your brand.



Let's work together

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