



2015 Home & Garden Trendsetter of the Year

"Leanne's passion for transforming the world's discarded items into cherished possessions is infectious. Her ability to open the eyes of an audience to the creative possibilities before them is inspiring. Add to that the fact that Leanne is generous in sharing not only her ideas, but the steps and tools needed to create them, and well...that is what makes her unique!"

Leanne Lee...

Not your average blogger

Long before she was creating online buzz with her spunky style and passion for the once-loved, Leanne was turning homes into masterpieces. For the past 15 years she has married her unique style and passion for upcycling with a keen business sense. Utilizing creative techniques, Leanne has built a reputation for reviving drab decor so that her clients can fall in love with their homes again.

With increased media exposure through television and personal appearances, the appetite for Leanne's creative designs has increased. The online world has provided the perfect vehicle for her to reach an audience beyond the confines of her hometown of Kansas City, and teach the skills that have earned her the title of "Diva of DIY."

Social Media Reach 62,259

Page Views/Month 38,514

Unique Visitors/Month 13,695



58,973



1,097



1,375



378



139



215



82

TV & Syndicated Audience 860,000+/Month

Kansas City Live
Kansas City Live Website
Kansas City Live Social Media
DIY Syndication
Live TV Appearances

Live In-Person Audience 750,000+/Year

Multi-State Home Show Contract
Public Speaking Contracts

Radio & Media

DIY Radio Segment on KMBZ
DIY Column in NORTH Magazine

Audience Demographics

80% Women
40% between the ages of 25-49
52% earn \$60,000+
73% Homeowners



Hire Leanne To Work For Your Brand

The Diva of DIY offers advertising options that deliver both direct response and branding opportunities. By working with Leanne, you can share your message with her loyal audience to introduce a new product, make an announcement, launch a video and/or stimulate direct reader engagement.

Leanne Lee...
Not your average blogger

As Seen On:



Brand Relationships:



Product Reviews/Giveaways

Leanne will offer a product review on a limited basis. Company must provide 2 products, one for review and one for a giveaway. Product will only be given away if it meets the needs of the Diva of DIY audience. Each giveaway will receive 2 complimentary 'reminder' posts on Twitter and Facebook. Products will not be returned.

Sidebar Ads

One of the quickest ways to start working with Leanne is by placing an ad on DivaofDIY.com

Social Media Promotions

Written in the Diva of DIY's trusted editorial voice, these posts can introduce a new product, make an announcement, launch a video and stimulate direct reader engagement across various social platforms.

Sponsored Posts

Sponsored posts offer a powerful opportunity to share your message with the Diva of DIY audience. Each Sponsored post will include a 500+ word post and social media support.

Featured Posts

Have your brand featured on lifestyle TV program or other media outlet. Leanne co-hosts a live DIY segment every Wednesday and films a weekly DIY syndication that airs on the weekends. She will use your product in a simple project and feature it in one of the two media outlets. This will also include a 500+ word post and social media support.

Project Creation + Post

This option includes creating a "one-of-a-kind" project; blue prints, a supply list, a 500+ word post and social media support.

YouTube Videos

Leanne will produce and edit a video showcasing the benefits of using your product, either as a stand-alone or incorporated in one of our original projects..

Brand Ambassadorship

As your brand ambassador, Leanne will share experiences and feedback on a variety of relevant topics. She will also write a certain number of blog posts per month which can be hosted on DivaofDIY.com or your own website and share feedback about your company across social media platforms.

Brand/Product Spokesperson

Let Leanne be the face of your brand. She has a trusted voice in the DIY community, a proven sales background and a charming way of instilling confidence about the products she loves.

Event Representation

Leanne is approachable, captivating and confident. This combination creates the perfect formula for success.

Speaking Opportunities

An accomplished speaker, presenter and TV personality, Leanne is available to speak at your next event. Leanne has been speaking on the home show circuit for years and has a list of topics that have proven popular in the DIY community.

Conference Sponsorships

This can include a detailed written report on the conference including how the brands and the bloggers interacted, passing out coupons, products and promotional items, tweeting about the sponsorship, the company/brand, and any activities done on your behalf, posting updates on Facebook and DivaofDIY.com before, during and/or after the conference.