



THE
Bright Side

*Media kit
February 2018*

Summary

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3. THE VIDEO
4. MY STATISTICS
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6. THEY TRUST ME
7. COLLABORATIONS OPPORTUNITIES
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Who am I ?

My name is Laura, I'm 24 years old. I am currently living in Paris but I am from Saint-Etienne.

I graduated from a French communication school (EFAP) in which I specialized in Press Relations.

At the end of my studies, I decided to devote myself to my blog which is my job now.

My blog

I opened my blog in November 2015 under the name of The Bright Side, in reference to an English expression that perfectly represents my philosophy of life:

always look on the
bright side of life

I try as much as possible to convey this positivity through my blog or my social networks.

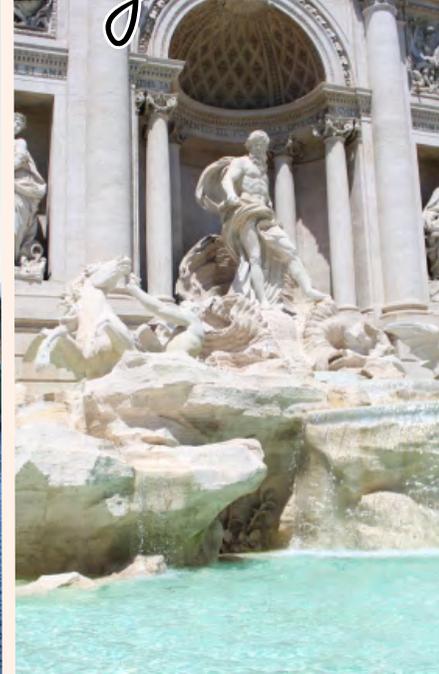
ALWAYS
LOOK ON
THE BRIGHT
SIDE OF LIFE

The content

Passionate about decoration and handmade, I mainly propose Do It Yourself articles and some tutorials...

But the blog is a reflection of my life, I write very regularly city guides, lifestyle articles, about Disney, my life experiences ...

Do it Yourself - Best spots - Disney - City Guides - Lifestyle



The Bright Side

31 mai · 🌐

DIY AMPOULE SUSPENDUE 📌

<http://bit.ly/2rd77bq>

DIY AMPOULE SUSPENDUE



36 608 personnes atteintes

[Afficher les résultats](#)

11 K vues

[J'aime](#) [Commenter](#) [Partager](#)

[👍](#) [👎](#) [😬](#) 109

[Chronologique](#)

37 partages

The video

I love to write but I wanted to offer content in *video format*, much more explicit for DIY for example and sometimes more spontaneous than an article.

Every Wednesday, I publish a video :

- DIY tutorial videos of less than 3 minutes on my *facebook page*
- videos on various topics on my *Youtube channel*

My statistics

MY BLOG

The visits to the blog have always been increasing but they began to take off a year ago when I devoted 100% to the blog.

Since the creation

- 160 articles published
- 332 901 unique visitors
- 721 135 pages viewed

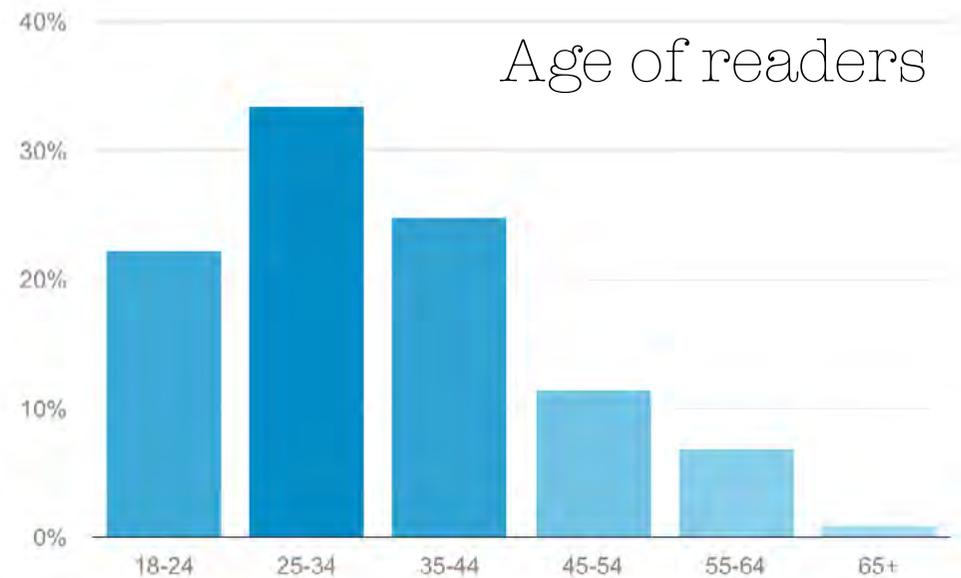
January 2017

- 56 487 unique visitors
- 111 186 pages viewed



PROFIL OF *my readers*

- 85,8% of women
- 14,2% of men



TWITTER
1019 subscribers



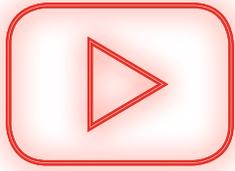
SNAPCHAT
225 *views* by story

THE
Bright Side

Laura
@TheBrSide

Tweets	Abonnements	Abonnés
24,2 k	332	1 019





YOUTUBE - 2177 subscribers

Videos are on various topics such as bullet journal, Disney or travel vlogs. I posted my first video on June 12, 2017.

The channel counts so far :

- 19 videos
- 7 lives
- 146 874 views



VLOG #1 AMSTERDAM | THE BRIGHT SIDE

439 vues • il y a 3 mois



TRAVAILLER À DISNEYLAND PARIS | THE BRIGHT SIDE

94 k vues • il y a 7 mois



PIMP TON INTERIEUR : DÉCORATIONS AUTOMNE

407 vues • il y a 3 mois



COMMENT DÉBUTER UN BULLET JOURNAL | THE BRIGHT SIDE

22 k vues • il y a 7 mois



INSTAGRAM

- 2 831 subscribers

On average per photo :

- 400 likes

- 50 comments

- A reach of 1700 people

- 2700 impressions

Reach : the number of unique accounts that have seen one of my posts

Impression : the total number of times a publication was viewed





INSTASTORY

600 *views* by story



On average per story :

- A reach of 500 people
- 700 impressions

Reach : the number of unique accounts that have seen one of my posts

Impression : the total number of times a publication was viewed



FACEBOOK - 3 053 subscribers

The Bright Side
31 mai 2017 · 🌐

DIY AMPOULE SUSPENDUE 📍
<http://bit.ly/2rd77bq>



👤 37 704 personnes
personnes atteintes

Booster la publicati...

11 K vues

👍 J'aime 💬 Commenter ➦ Partager 👤

👤👤👤 112 Chronologique ▾

47 partages

Afficher 23 autres commentaires

Type of posts:

- Sharing my articles

- DIY video of less than 3 minutes

- Community animation

The Bright Side
25 octobre 2017 · 🌐

🇳🇱 AMSTERDAM 🇳🇱
Nouvelle vidéo et nouvel article en ligne 📍
<http://bit.ly/2zD7AGZ>



👤 430 personnes personnes atteintes

Booster la publication

👍 J'aime 💬 Commenter ➦ Partager 👤

👤👤 Mathilde Zito, Jennifer Lbd et 20 autres personnes Chronologique ▾

Afficher 6 autres commentaires

On average per post :

- 20 likes

- 10 comments

- 600 affected people

On average per vidéo :

- 3 000 views

- 9 000 affected people



PINTEREST - 3 748 subscribers

- 2 600 pins
- 27 boards
- 2 100 000 monthly views

Themes of boards :

Do It Yourself
Bullet Journal
Decoration
Inspiration

The Bright Side / Do It Yourself & Ins- piration



www.thebrside.com

Blogueuse DIY & Lifestyle Insta : @thebrside
Épingle DIY - Bullet Journal & Inspiration

2,6k **27** **2,1M**
Épingles Tableaux Vues mensuelles

marie claire
idées

MODES
& **TRAVAUX**

Idées
À FAIRE
LE MAG CRÉATIF 100% TUTOS

Mollie
LIVING A CREATIVE LIFE
MAKES

They talk about
the Bright Side

You can see all my publications in
the *press* tab of my blog.

In particular, I had publications in
Marie Claire Ideas magazines and
websites, Mollie makes, Modes &
Travaux, Idées à Faire ...

we are knitters

ALL THE HAPPINESS IN A KIT



MEUBLES & DÉCORATION



My collaborations

Since the creation of the blog I have had the opportunity to work with many brands such as:

We Are Knitters, Maisons du monde, la Foire de Paris, Cultura, Salon Créations & savoir Faire, Caseapp, My do it box, l'Hotel Henriette, l'Office de tourisme de Bretagne, l'Hotel Novotel Centre Metz, France is Fun, la SNCF, l'Office de tourisme de Metz....

My services

I give great importance to the discussion so that both parties find themselves in the collaboration established. However, I want my collaborations to be done in a transparent way with my community: my opinions will always be sincere.

On my supports

- sponsored article or in partnership under certain conditions
- Sponsored links
- making a DIY video for my facebook page
- creation of instagram content
- shoutout or dedicated video on my Youtube channel
- affiliation
- advertising insert in the sidebar of my blog

In white mark

- writing articles
- making video in facebook or youtube format
- photo content creation
- animation of the brand's social networks
- film an event (InstaStories or Snapchat)

Under the name of the Bright Side

- brand ambassador
- workshop animation Do It Yourself
- animation of the social networks of the brand (instagram, twitter, facebook, snapchat ...)

To know the detailed conditions of these services and to obtain a quote, please contact me by email.

How to contact me ?

The simplest is by *mail* :
THEBRIDE@GMAIL.COM

You can also find me on *social networks* under the name
@thebrside

click → www.thebrside.com

