



2013 Media Guide





“ Home should be your safe haven and sanctuary. Decorating should be less about keeping up with the Joneses and more about expressing who you are and what you value most. It should be a creative way to nurture your soul.”


Kristie Barnett
aka The Decorologist
MA, EdS, TCE, PSC

About | Professional

Design and color specialist Kristie Barnett draws on her background in psychology and education to provide design and color intervention for residential projects throughout North America. Barnett has written more than a dozen articles for *Houzz.com* and is currently a contributing writer for *The Tennessean* Style section. Barnett conducts workshops and presentations in color, interior design and home staging.

Kristie's design blog, *The Decorologist*, garners over 200,000 monthly page views and is in the top 50 home/garden blogs. It was most recently named one of the top 10 design blogs by *Style Blueprint* and honored as one of the top local blogs by *The Nashville Scene*. *The Decorologist* was also chosen to serve as one of *HomeGoods* premiere blog ambassadors in 2013.

About | Personal



As a community volunteer, Barnett has served as design consultant for both a community center and a women's shelter, taught design classes for low-income clients of Habitat for Humanity and has done color and design consulting for multiple faith-based projects in the Nashville area.

When Kristie isn't writing, decorating, or creating paint palettes, she enjoys watching *Downton Abbey* with her husband or dragging her daughters to estate sales and historic home tours.

Credentials

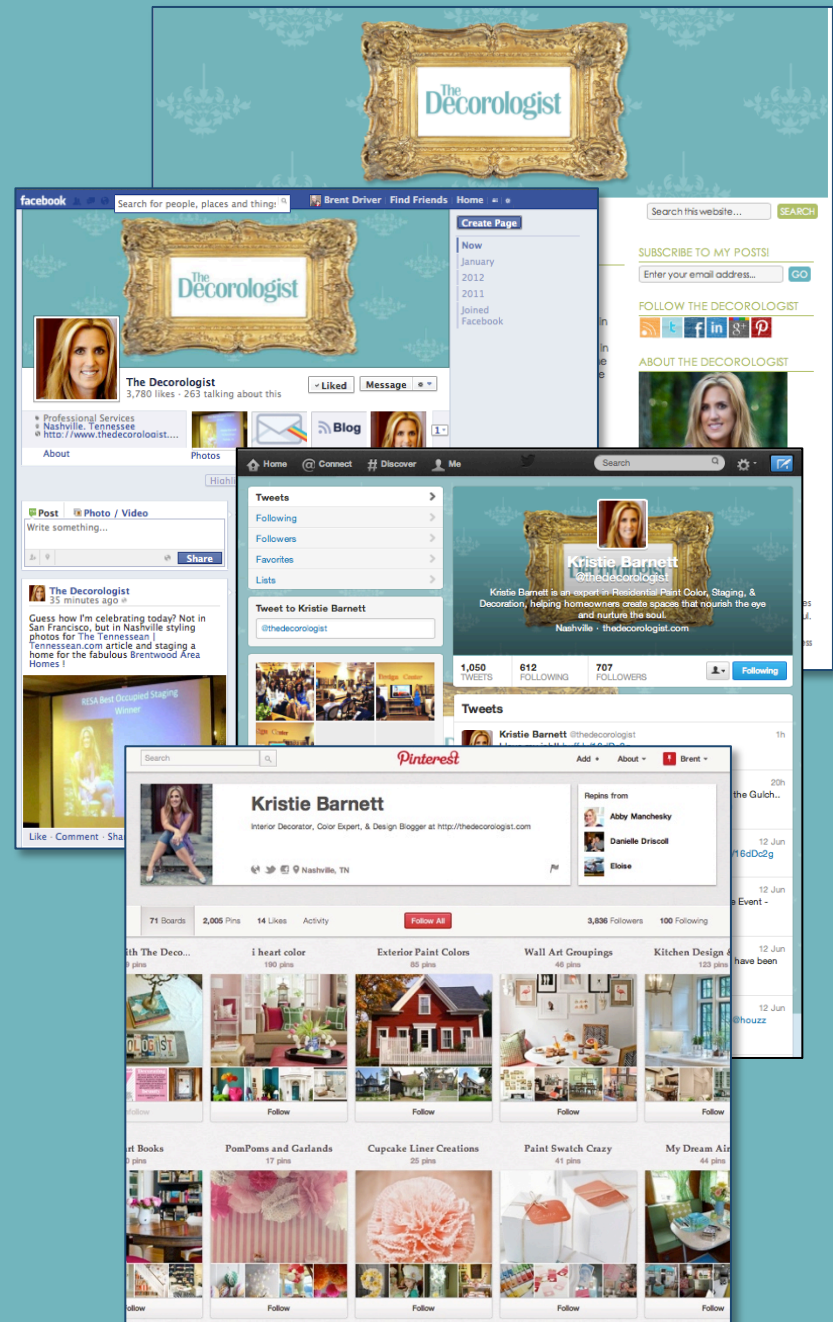
Education & Certifications

True Color Expert Certification (TCE)
Property Staging Consultant Certification (PSC)
Masters in Psychology and Specialist Degree in Education, MTSU
Bachelor of Arts in Psychology, Lipscomb University
Real Estate Staging Association (RESA)
Benjamin Moore Paints Advisory Board | Website Color Expert
Sherwin Williams Certified Color Consultant (CSPI)
National Trust for Historic Preservation
Interior Design Society (IDS)

Awards

2013 Real Estate Staging Association (RESA) Best Occupied Staging - North America
2013 Color Trends Design Contest winner, sponsored by Benjamin Moore & Olioboard
Nashville Scene's 2012 Best of Nashville - named one of top local blogs
Greater Nashville House & Home 2013 Readers' Favorites - Staging & Redesign Company
Top 10 Design Blogs – StyleBlueprint.com 2012

Key Links



www.thedecorologist.com

Facebook | facebook.com/thedecorologist

Twitter | twitter.com/thedecorologist

Pinterest | pinterest.com/thedecorologist

YouTube | youtube.com/thedecorologist

LinkedIn | linkedin.com/kristiebarnett

Google + | gplus.to/thedecorologist

Houzz | <http://www.houzz.com/pro/thedecorologist>

Key Articles & Publications



A screenshot of a Houzz article. The header includes the Houzz logo and navigation links: 'BROWSE ROOMS', 'FIND LOCAL PROS', 'IDEABOOKS', and 'DISCUSSIONS'. The article title is '7 Tips to Sell Your Home Faster to a Younger Buyer' by Kristie Barnett, a Color Expert, Interior Decorator, & Design Blogger. The article text begins with 'Educating my clients about the audience they will be marketing to is one of the most important things a home stager can do. When you put your home on the market to a should know that the next owner will likely be younger than you are. That's why you should think about what you like or want in a home and start thinking about what your most buyer will want.' Below the text is a photograph of a modern living room with a grey sofa, a white coffee table, and a striped rug. A list of tips is partially visible, starting with '1. Stick with warm, neutral walls. If you target demographic is "young professional" or "young family," try a warm gray as a neutral wall color. The gold or pinkish-beige wall color chose 10 years ago is g seem outdated to the new group of homebu On-trend neutrals like

A screenshot of a Washington Post article. The header includes the Washington Post logo and navigation links: 'Politics', 'Opinions', 'Local', 'Sports', 'National', 'World', 'Business', 'Tech'. The article title is 'Gilt and flourishes: tips on bringing a little 'Downton Abbey' splendor home'. Below the title is a photograph of a living room with a white sofa, a yellow armchair, and a round coffee table. The room is decorated with various lamps and framed pictures, creating a classic, elegant atmosphere.

[Gilt & Flourishes: tips on bringing a little 'Downton Abby' splendor home \(AP\)](#)

[7 Tips to Sell Your Home Faster to a Younger Buyer \(Houzz.com\)](#)

[House of Turquoise \(Guest Post\)](#)

A screenshot of a blog post titled 'HOUSE OF TURQUOISE'. The subtitle is 'and teal, robin's egg blue, aqua, sky blue, seafoam green, ocean blue'. The post is dated 'FRIDAY, SEPTEMBER 21, 2012' and is by 'Guest Blogger: Kristie from The Decorologist'. The text reads: 'Hi all! I'm Kristie Barnett, also known as The Decorologist. My design blog is all about teaching and inspiring regular people about decorating, choosing color, and creating a home that makes their heart sing. Erin was so kind to invite me to share a home I recently designed for a client here in Nashville, TN.' Below the text is a photograph of a room with white walls, a white chair, and a chandelier. The room is decorated with various turquoise and white items. To the right of the photograph is a bio for Erin, the client, and a subscription form. The bio reads: 'I'm Erin and I am obsessed with the color turquoise. I started this blog to collect inspirational photos I find of fabulous rooms that feature all of the lovely shades of my favorite color. For more turquoise fun, visit my shopping blog, Everything Turquoise. If you run into a beautiful room you know I'd love, email me: erin@houseofturquoise.com!'. The subscription form has a 'Subscribe' button and a link to 'subscribe in a reader'. At the bottom of the page are several advertisements for home decor products, including 'Brick House Fabrics HOME DECORATING', 'The Banks Trading Group coastal home decor', and 'LACEFIELD DESIGNS'.

Key Stats | June 2013



Visits	109,267
Unique Visitors	82,862
Pageviews	237,275
Pages/Visit	2.17

Avg Visit Duration	2:00
Bounce Rate	58.59%
% New Visits	70.06%



Pageviews have increased **60%** from the same period last year.

Community | June 2013



Subscribers	3,988
Facebook	4,475
Twitter	707
Pinterest	5,636

A grid of various social media icons including Twitter, RSS, Facebook, YouTube, Google+, Pinterest, LinkedIn, and WordPress, arranged in a pattern behind the main text.

Nearly **15,000**
followers, friends &
fans...and growing

Advertising Opportunities



TheDecorologist.com is visited most frequently by **females** who are in the age range **25-34**, have **children**, are **college educated** and browse this site from **home**.

250 x 250 box ad
4 available
\$250/mo

If purchased, this size will always be prioritized from the top of the page. Ads are always visible (non-rotating). Discounts available for multi-month commitment.

250 x 125 banner
6 available
\$125/mo

The Decorologist reserves the right to accept or reject any advertiser based on the best interest of our readers and The Decorologist brand.

Advertising Opportunities



Things to consider:

Ad space and position is allocated on a first-come, first-serve basis.

Invoicing via PayPal; payment is due before any ad can be published.

Ads must be submitted as jpeg or gif files and must be less than 200K. Animated ads are not accepted.

All ads are subject to approval.

Product reviews and sponsored posts are also considered on a case-by-case basis. Contact for more information.

Interview Topics

- Choosing Interior/ Exterior Paint Colors
- Color Trends, Color Psychology, and Creating The Perfect Palette
- Choosing Paint Colors to Coordinate with Existing Finishes
- Home Staging – How to Earn Top Dollar and Sell Homes Quickly in Any Market
- On-Trend Design and Décor
- Upcycling Dated Decor
- Creating A High-End Look For Less
- Decorating Dilemmas
- Design Rules – The Dos and Don'ts
- Using What You Have Decorating
- Small Space Solutions
- Accent Walls, Painted Ceilings, & Color Placement Advice



- Before/After Room Makeovers
- How to Mix and Match Fabrics & Decor
- Accessorizing & Creating Vignettes
- Decorating Bookcases & Tabletops
- Furniture Arranging & Space Planning
- Paint Makeovers
- Decorating on a Budget
- Psychology of Home
- Decorating for the Sexes: Couples' Counseling through Decorating
- Pursuing Your Passion for Profit/Starting a Business
- Women Entrepreneurs: Promoting Your Business Through Social Media

Logo and Publicity Shots (linked)



Contact

Advertising

advertise@thedecorologist.com

Articles & Interviews

allison@thedecorologist.com

