

Blog + Instagram + YouTube



Our country living, smallholding and sustainability journey in a Victorian farmhouse in the Welsh Borders, UK.

Kirsten & Mars

We moved to the countryside and gave up our stressed-filled city lives in exchange for wellies, nature, fresh air and sustainable living. We moved into a Victorian Welsh long farmhouse with a 2-acre field in the Welsh Borders and our lives have changed completely. We are now living more self-sufficiently and sustainably with a focus on personal health and well-being.



Our Values

- Honesty & Integrity
- Environmentally Conscious
- Clean Living
- Minimal Waste
- Buy Well Buy Once

Blog + Audience



www.myhomefarm.co.uk

Content driven by personal experiences on our smallholding focusing on sustainability, gardening, DIY, home renovations and our lifestyle.

Brand Collaborations

Blogging our journey into a more self sustainable lifestyle using green energy to power our Victorian farmhouse and minimising the impact on the environment.

We work with brands, from gifted products to paid for content, highlighting eco-friendly living through lifestyle posts. Brands we have worked with are sustainable products, slow eco-fashion, green energy, gardening, home renovation, DIY, smart home and self reliance.

575,426

page views
in 2020

216,043

blog visitors
in 2020

YouTube + Audience



myhomefarm

300,000

video views

1,600

followers

110

videos

55%

UK viewers

Male 88%

Female 12%

viewers

Viewers Age

25 - 34 yrs 22%

35 - 44 yrs 26.5%

45 - 54 yrs 21%

55 - 64 yrs 17.5%

Brand Collaborations

Product reviews for gardening, DIY & power tools, smart home tech, off-the-grid energy, sustainable workwear and outdoor clothing.

Products gifted will be reviewed honestly with no additional fees.

We only review products that fall into the above categories, are suitable for our audience and are a natural fit with our lifestyle and ethos.

We are open to potential sponsorships or long-term partnerships with an appropriate brand.

Instagram + Audience



Brand Collaborations

Our growing Instagram channel primarily focuses on our gardening, outdoor lifestyle and being self-sustainable. During the gardening seasons we look at our vegetable and flower garden, share stories about managing our land and celebrate the wildlife our smallholding attracts.

We also carry healthy cooking content, mainly from the food we have grown.



We can cross-promote blog or YouTube activities where there is an outdoor, gardening connection.

@my.home.farm.uk

70%
UK followers

Male 35%
Female 65%
followers

Followers Age
25 - 34 yrs 27%
35 - 44 yrs 30%
45 - 54 yrs 22%

Brands we've worked with

- | | |
|-------------------|--------------|
| Stihl | EGO Power |
| Felco | Ecoworm |
| Darlac | Wolf Garten |
| Snickers Workwear | Draper Tools |

2021 Calendar of Activities



January

- Kitchen DIY
- Smart home tech
- Home green energy solar & air source heating

February

- Spring watch wildlife
- Tree pruning
- Restock log store
- Home green energy solar & air source heating
- Veg garden planning
- Vegan skincare
- Bamboo clothing

March

- Wildlife watch
- Land management
- Build new flower bed
- Veg garden seeding
- DIY & gardening tool reviews
- Paint decorate kitchen/diner
- Pond tidy up

April

- Duck watch
- Planting flower bed
- Planting clematis
- DIY garden putting up trellis
- Veg garden
- DIY & gardening tool reviews
- Fruit orchard care

These are our goals for the year ahead. We do like to keep a reasonable amount of flexibility but hopefully this gives you an idea of what we will be focusing on over the coming 12 months.

May

- Outdoor furniture care
- Decking maintenance
- Veg garden harvest
- Forgaging for food
- Land management
- Topiary cutting
- Slug control
- Succulent care

June

- Driveway maintenance
- Veg garden harvesting
- Strawberry harvest
- Utility room renovation
- Utility room decorate
- BBQ and grill cooking
- Garden shed store maintenance and tidy
- Central heating clean

July

- External wood treatments: windows and doors
- Veg garden
- Harvest onions
- Forgaging for food
- Land management
- Cucumber, chilli & pepper harvest

August

- New back door fitted
- Pond summer tidy up
- Blackberry forage
- Harvest garlic
- Fruit orchard harvest
- Topiary cutting

The gardening season is from March to October.

The vegetable garden is most active from April to October.

September

- Windows and doors draft proof and care
- Veg garden harvest
- Forgaging for food
- Land management
- Apple harvest
- Potato harvest
- Log store restock
- ASHP maintenance

October

- Pumpkin harvest
- Land management
- Leaf clearing and mulch
- Wood chipping and mulching
- Compost prep for winter

November

- External wood treatments windows and doors
- Winter veg harvest
- Forgaging for food
- Land management
- Topiary cutting
- Hedgerow pruning

December

- External wood treatments windows and doors
- Brussel sprout harvest
- Forgaging for Christmas decor
- Balsalm Hill Christmas Tree

Land management for 2 acres includes: hedgerow managing, fence fixes, tree pruning, clearing overgrown areas, wild pond care, flower bed tasks and logging for fire wood.