

Pretty Opinionated

Lifestyle tips & product reviews for insanely busy women!

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Pretty Opinionated is a lifestyle blog women- especially single moms-covering everything from gift ideas for the whole family and fun products to help make life easier to health & beauty tips and more. All of my tips and how-to articles focus on **practical advice** that anyone can do without spending a fortune or completely altering their lifestyle.

80,000+

MONTHLY UNIQUE VISITORS






100,000+

MONTHLY PAGE VIEWS

45,000+

SOCIAL MEDIA FANS

SOCIAL

-  9,000+ *prettyopinionated*
-  13,700+ *prettynameless*
-  23,000+ *nmetolen*
-  2,300+ *prettyopinionated*
-  1,300+ *prettyopinionated*

ABOUT NICOLE ETOLEN

I'm a single mom to a vivacious 4th grade boy and a coffee fiend. I started writing when I was just 9! My aunt still has that first little poem I wrote. I moved on to dreadfully dreary goth-style fiction as a teen, then equally dreary dry content mill writing as an adult when I found myself a single mom with no other marketable skills aside from writing. I rediscovered my own voice when I started Pretty Opinionated and now I support myself and my son doing what I love!



SERVICES OFFERED

- Sponsored Posts
- Custom Content Creation
- Brand Ambassadorship
- Social Media Campaigns
- Giveaways

AUDIENCE

90% Female

71% Aged 25-44

80% From the U.S.

TOPICS THEY LOVE TO READ

- Gift Ideas
- Super Easy Recipes
- DIY Beauty Recipes
- Book Reviews
- Practical Health & Beauty Tips
- Poconos Travel Info

BRANDS I'VE WORK WITH

