

LAZY LADY



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Hello! My name is **Lyn Vicknair** and I am a **first-time mom, graphic designer, illustrator, and blogger** living in **New Orleans, LA**. I started blogging in 2010 and **Lazy Lady** has grown and evolved in the years since that first post. What was once a platform for me to post before and after cleaning pics has morphed into a lifestyle blog filled with mom-life stories, gift guides, nerd culture and so much more.

THE LAZY MANIFESTO

It's very easy to get caught up in the hectic spheres of our every day life and lose out on the goals and passions we once held dear. Lazy Lady is an exercise in making yourself accountable for finding time to enjoy life and not let the lazy-life take over. Just because you are lazy (like me), that doesn't mean you have to miss out on a full and rewarding life.



DEMOGRAPHICS

My readers are women (80.7%) between the ages of 25-34 (55%) who are interested in Arts & Entertainment, want to read about home decor, are book lovers, watch online videos and enjoy reading posts about food & drink. 64% of them live in the United States and the numbers are growing for those interested in motherhood/children related posts.



PARTNERSHIP OPPORTUNITIES

How can we work together? I offer sponsored posts, product reviews, advertisement opportunities, social media promotion, affiliate links, plus more. Please reach out to me directly to go over pricing and any additional details: lynthelazy@gmail.com



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