



Karins Kottage

Everyday Style & Living for Women Over 50

Karins Kottage is a lifestyle blog created for women over 50, sharing easy everyday fashion, cozy home inspiration, entertaining ideas, and real life moments. I partner with brands to create warm, relatable content that connects authentically with a loyal midlife audience.

Demographics Audience

- Primarily women 50+
- Interested in everyday fashion, home, entertaining & lifestyle
- Loyal, engaged readers with buying power
- Trust-based recommendations
- Active audience across blog, Pinterest, Instagram, Facebook, YouTube, and TikTok

Reach & Community

- 20,000+ monthly pageviews
- 2,200+ email subscribers
- Established blog since 2009

Get In Touch

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Why Brands Partner With Karins Kottage

- Established lifestyle blog since 2009
- Trusted voice with women over 50
- Evergreen content with long-term value
- Authentic, lifestyle-driven storytelling