



Award Winnina



ABOUT WE KNOW STUFF

We Know Stuff is an award-winning lifestyle blog written by two sisters, Denine & Daniele. Based in New York, we cover a variety of topics that interest families such as recipes, crafts, pets, fitness, parenting, education, special needs, and travel.

We Know Stuff won Best Blog of Long Island from Bethpage Federal Credit Union in 2017 & 2015. The blog was also voted #2 in Pop Sugar’s Circle of Mom’s Top 25 NY Moms!

As well versed micro-influencers, we write compelling articles that draw readers in. Our clean, crisp photography garners attention from our clients and our followers for its authenticity. Images are never overly staged and appeal to the “every day” parent.

We Know Stuff only promotes brands that align closely with our lifestyles. This means that we spend our days simply trying to do the best we can for our families. We follow a fairly healthy diet, we love our dogs and chickens, we believe in family fitness and mindfulness, and we enjoy exploring all of Long Island’s beautiful sights.

Our down-to-earth narratives and solid photography skills have also earned both of us paid positions within the Edible Communities, specifically Long Island and East End. Our columns focus on local agriculture, food trends, and connecting our children to our local communities.

All our paid work is shared multiple times across two of our highest performing channels - Twitter and Pinterest. This comes at no extra charge to you. It’s just our way of saying, "Thanks, for working with us!"

We’ve been fortunate to work with many well-known brands: Boden USA, prAna, Johnson’s & Johnson’s, BigLots, Wayfair, Folgers, Alexia Foods, Kraft, 3M, Energizer, Boys & Girls Club of America, Farm Rich, Annie’s Homegrown, Silk, Schick, Honey Maid, Disney, Ace Hardware, and Nestle. We have also served as Brand Ambassadors for GoGoSqueeze, Nature’s Maid, and Ragu.

Our evergreen content had been featured on Long Island Pulse, BuzzFeed, Huffington Post Green, Mint.com, Punk Domestic, The Crafty Crow, Craft Gawker, Taste Spotting and more.

PARTNERSHIP OPPORTUNITIES

- + SPONSORED POSTS
- + BRAND AMBASSADORSHIP
- + RECIPE DEVELOPMENT
- + VIDEO CREATION
- + PHOTOGRAPHY

BLOG STATS

- 87% WOMEN
- 56% AGES 25-44
- 70% FROM U.S.
NY, CA, MA, TX & FL

SPONSORS

Boden USA, Wayfair, Prana, Osh Kosh B'Gosh, Alexia Foods, BigLots, Kraft, 3M, Energizer, Farm Rich, Annie's Homegrown, Silk, Schick, Honey Maid, Disney, Ace Hardware, and Nestle

FEATURED ON

Long Island Pulse
Popsugar
BuzzFeed
Huffington Post Green
Mint.com
Punk Domestic
The Crafty Crow
Craft Gawker
Taste Spotting

BRAND AMBASSADORS

- + GOGOSQUEEZE
- + NATURE'S MADE
- + RAGU

WHAT OTHERS SAY!

"If a genie came to me and offered me three wishes, one of them would be to clone Denine and Daniele. As an editor, they make my job so easy; they're organized professionals and clear, concise writers. They also have a great sense of what our readers actually want to read. Working with them—and reading their work, both for myself and for others—is always a joy."

- Meghan Harlow, Digital Editor, Edible East End & Edible Long Island

"Thank you so much! I very much appreciate your flexibility and understanding. You're such a professional team to work with and you've impressed all of us at The Motherhood. I will absolutely keep you in mind for additional opportunities."

-Brittney Coburn, Director of Operations
The Motherhood

"We Know Stuff wrote a beautiful, personalized blog for our campaign that increased our site traffic significantly. They went over and beyond by sharing their blog post on multiple social media channels and sharing, liking and retweeting our material. Their work was solid, and it was a pleasure to work with them!"

- The Easy Peezy Pee Test Team

"I love working with Denine and Daniele! They are always pushing their limits to create exciting new content for clients. Deadlines are never an issue, and they are pro-active in resolving issues that may arise through out campaigns. 'We Know Stuff' is such a joy to work with!"

- Megan Humble, Client Services Coordinator
Acorn Influence