

Once Upon a Dollhouse





Doll Mentality

Being a Doll isn't just a look — it's a lifestyle. It's about romanticizing the everyday. From a morning coffee run to a red carpet moment, every experience becomes a little more magical.

A true Doll finds the humor in life, keeps intention at the heart of every moment, and turns the ordinary into the extraordinary. This is a fairytale in motion — and every Doll holds the power to write her own narrative.

Doll Mentality celebrates family, friendships, relationships, and unapologetic self-expression through fashion, beauty, and creativity.

There's no mold to fit, only magic to make. Being a Doll is inclusive, inviting, and open-hearted. Everyone is welcome at the table. After all... everyone's a Doll in this house.



Content

- Friendship
- Fashion
- Beauty
- Food (recipes & restaurants)
- Health & Wellness
- Motherhood, Marriage & Family
- Health & Wellness
- Hosting & Events
- Holidays & Seasonal Magic
- Travel
- Home & Interiors
- Philanthropy & Purpose
- Influencer Life & Entrepreneurship

By the Numbers

Once Upon a Dollhouse reaches women and men ages 18-45 in the Chicago area and all over the country. The online editorial receives **5.4K UMV**, **9.4K monthly page views** with an average of **+1:15 minutes** spent on the site - which is extremely high considering that on average 55% of visitors spend fewer than 15 seconds on a site. The Dollhouse Instagram gains over 100 new followers each week with exponential growth potential. Caitlin has been featured as lifestyle experts on **ABC7 Chicago**, **FOX32 Chicago** and **CBS-WMBD**.



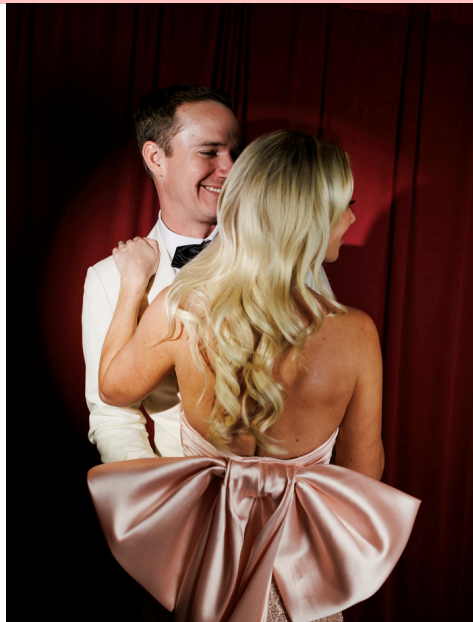
@onceuponadollhouse
+202K followers & counting!



@onceuponadollhouse
443 followers & 5.5K views



/OUADollhouse
20k monthly viewers



Social Media

INSTAGRAM STORY HAUL.....	\$1,600
INSTAGRAM GRID POST & STORY.....	\$4,000
INSTAGRAM REEL & STORY	\$5,000
TIKTOK VIDEO.....	\$1,000

Blog Package

- One blog post featuring 10-15 high-res lifestyle photos
- One dedicated Instagram Reel
- Two dedicated Instagram grid posts (photos)
- Five -Ten Instagram story slides with links
- 10-15 high-res photos licensed for brand use
- Promotion period: 3 months

FEE: \$10,000

Thank you!

@onceuponadollhouse

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www.onceuponadollhouse.com