

# Everythingelse.blog — Media Kit 2025/26 v2.1



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## ■ ABOUT THE BLOG

Everythingelse.blog is a UK-based culture and lifestyle blog written by Martin Brophy. It covers a little bit of everything that matters — thoughtful takes on tech, pop culture, entertainment, creativity, and everyday life. From reviews and opinions to behind-the-scenes insights, the blog attracts readers who enjoy balanced, curious, and conversational writing.

*“For readers who like reflection with a bit of personality — on everything else that makes life interesting.”*

## ■ ABOUT THE AUTHOR

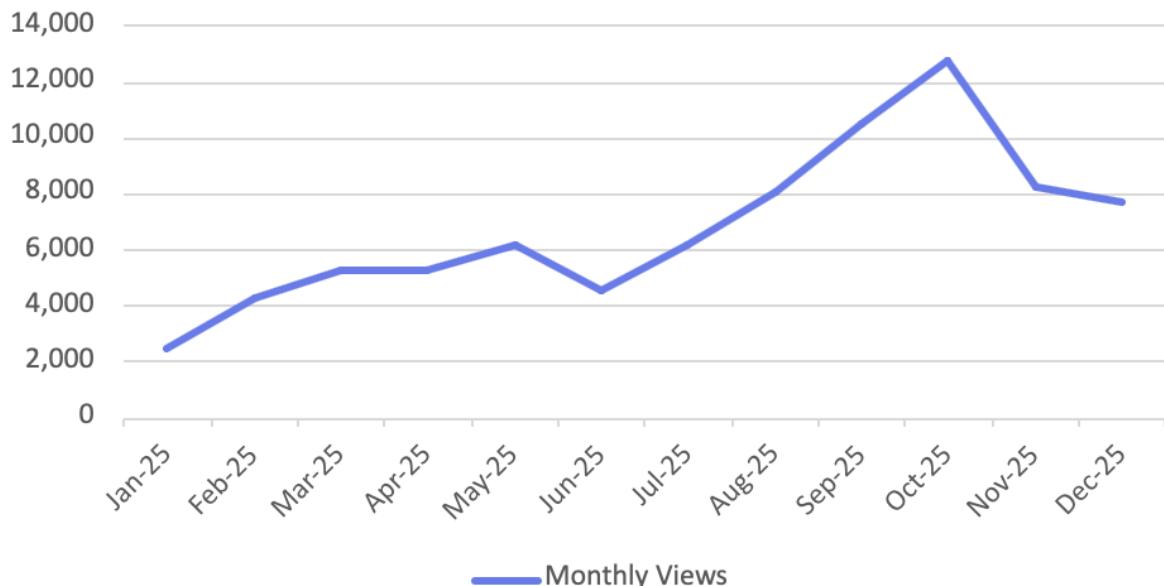
Martin Brophy is a UK-based blogger and writer who launched his first site, “Magic Seats”, to post reviews of illusion and magic shows (in 2020), before expanding into a broader lifestyle and commentary platform called everythingelse.blog (in 2023). He has now published hundreds of posts across diverse topics — from tech, magic and health to travel and writing — treating his blog as a kind of personal magazine. Outside of blogging, he works in roles spanning logistics, customer service, and IT, and he lives in the Midlands with his wife, daughter, and family cat. He enjoys writing and is also currently writing his first book.

## ■ AUDIENCE SNAPSHOT

- Monthly page views: 10,000+ milestone achieved in Sept 2025 (and growing)
- Average visit duration: 2–3 minutes
- Audience location: Primarily UK (86%), plus US (5%)
- Reader profile: Age 25–64, curious, media-aware, interested in tech, entertainment, magic, culture and lifestyle

## ■ SITE STATISTICS/MILESTONES

## 2025 Monthly Views



## 2025 Monthly Visitors



Month	Monthly Views	Monthly Visitors
December 2025	7,696	5,284
November 2025	8,219	5,800
October 2025	12,800	5,438

September 2025	10,500	4,498
August 2025	8,063	4,080
July 2025	6,190	3,608
June 2025	4,560	3,526
May 2025	6,143	4,953
April 2025	5,316	3,825
March 2025	5,323	4,232
February 2025	4,289	2,669
January 2025	2,480	1,436
December 2024	3,450	2,704
November 2024	1,000 approx	500 approx
October 2024	900 approx	450 approx

- Site launched in October 2023 and achieved its first 10k+ views in September 2025
- Stats compiled on 04/Jan/2026

Year	Sum of Annual Views
2025	81,646
2024	10,700
2023	940
<b>Grand Total</b>	<b>93,286</b>

- Target of 70K views in 2025 exceeded (81,646 views achieved. Forecast of 120K annual views for 2026)
- 245 annual visitors in 2023, 10.7K in 2024 and 49.3K in 2025
- 4.7K search engine referrals in 2024 and 53.5K for 2025
- 99% of search engine referrals are by Google
- 40% of website page views are for tech related review posts
- 1.1K followers on all social channels for everythingelse.blog and Magic Seats
- The everythingelse.blog and Magic Seats FaceBook pages attracted 16,550 views and 1,354 engagements in the last 90 days alone
- “Magic Seats” website content/brand and URL’s became a successful content stream within everythingelse.blog from the Summer of 2025

## ■ BRAND FIT

Everythingelse.blog works best with brands and campaigns that value authentic storytelling, curiosity, and creativity. Ideal fits include tech, media, film/entertainment, magic, lifestyle, and creative industries.

## ■ PARTNERSHIP OPPORTUNITIES

Everythingelse.blog is open to collaborations that fit naturally with the tone and topics of the site.

Available partnership types include:

Option	Description	Starting Rate
Sponsored Blog Post	A dedicated post written by Martin featuring your product, brand, or campaign	from £100
Brand Mention / Inclusion	A natural mention within a relevant themed post	from £25
Social Media Promotion	Brand mentions or link shares on social media channels	from £15
Product Review	Honest, detailed review of your product or service	Negotiable
Affiliate Partnership	Long-term link placement and tracking partnerships.	On request

\*All collaborations will be clearly disclosed to maintain transparency and trust.\*

## ■ VISUAL IDENTITY

- Logos and banners provided on request to partners.
- everythingelse.blog logo consistent since 2023 and Magic Seats since 2020
- Custom banners also considered and created for promotional purposes.



## ■ PREVIOUS & CURRENT TOPICS

- Modern TV/film and entertainment/magic
- Tech, music, creativity, and media
- Lifestyle and everyday reflections
- Thought pieces on culture and current events
- Popular posts examples are YouTube, Honest Mobile, SKY Stream, Culture Club
- Popular pages include Travel/Cruise page, Magic, Food and Health
- Our latest page about Film/TV launched in October 2025

*"It's where popular culture meets personal perspective."*

## ■ PREVIOUS COLLABORATIONS

- Worked with Honest Mobile and created a 30 second social media video
- Worked with "Neo Magic" with an agreement to promote/share content
- Media approaches by BBC1 for subject comment and referenced on air by BBC Scotland

## ■ CONTACT

- Martin Brophy — Writer & Editor
- <http://www.everythingelse.blog>
- [email](#)
- Visible on Facebook with pages for [everythingelse.blog](#) and [Magic Seats](#) content

#### ■ **WHY WORK WITH everythingelse.blog?**

- Engaged, thoughtful UK audience
- Authentic voice with a personal tone
- Steady monthly growth and search visibility
- Professional and reliable communication
- Flexible, creative collaboration options

To discuss opportunities, please contact Martin [here](#)