



CARLY ♥ RATCLIFFE

CREATOR & BLOGGER

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...coming soon!

The Cupid Bow

ABOUT CARLY

Carly is a 26 year old makeup artist and avid blogger living in Windsor, Berkshire. When she's not blogging or makeup-ing, you can find her reading up about current trends in the fashion and beauty industry, working hard at the gym, networking with other bloggers or building relationships with clients. Although Carly started blogging primarily as a hobby, it has now become a business which she constantly strives to develop each day.

ABOUT THE CUPID BOW

The Cupid Bow was born in November 2013 offering beauty tips, tutorials and reviews. Two years later, after a lot of growth and undergoing several makeovers, The Cupid Bow is now a beauty, fashion and lifestyle blog (with a bit of health and travel thrown in!). The Cupid Bow was shortlisted for the UK Blog Awards 2014 under the beauty category and won Highly Commended, beating 900 other blogs. Carly's ultimate goal for The Cupid Bow is to be one of the top 'go to' blogs for beauty and fashion advice whilst connecting with her readers on a personal level.

STATISTICS

- Accurate as of February 1 2016, The Cupid Bow:
- Averages 15,000 page views per month
- Averages 12,000 unique visitors per month
- Has primary countries of readership consisting of United Kingdom, United States, Australia, Canada and Ireland
- Main audience is comprised of females in the UK and US aged 17-34

SOCIAL MEDIA

- Instagram: 1,964 followers
- Bloglovin: 450 followers
- Facebook: 481 followers
- Pinterest: 69 followers
- Twitter: 3,252 followers



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WHAT THIS MEANS FOR YOU

12,000 young females aged mainly between 17-34 visit The Cupid Bow each month seeking beauty and fashion advice. 54% of these have expressed an interest in beauty or fashion products. On average, they stay on the blog for two and a half minutes clicking through various posts of not only beauty and fashion, but lifestyle, health and travel too. Offering different topics to read about attracts a wider audience and enables Carly to create more engaging content on a regular basis.

Working with, or advertising with The Cupid Bow means that your brand will be seen by 12,000 readers each month which could potentially mean 12,000 page impressions for you. Carly's readers know and trust that she works with reputable brands, only promoting products and services that she genuinely loves and know her readers would too. Working with Carly will put you at the forefront of a young female audience interested in buying beauty, fashion and general lifestyle related products.

BRANDS

Below are some of the brands that The Cupid Bow has been lucky to collaborate with over the past 2 years:



SERVICES

Please contact me on carly@thecupidbow.com for prices on the following services:

- Product Reviews
- Sponsored Posts
- Sidebar Advertising
- Affiliate Programmes
- Sponsored Giveaways
- Social Media Promotion
- Guest Posts
- Freelance Writing