



THE BAREFACED CHIC

40/50 PLUS LIFESTYLE
BLOG

CONTACT

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PROFILE

The Barefaced Chic is an imaginative lifestyle blog for mature women with a mission to bring its readers a frequent dose of lifestyle, fashion, beauty, sound advice and laughs.

With a fresh approach, within the features on the blog, mature women are encouraged to celebrate themselves, love their quirks and feel happy in their own skin: hence The Barefaced Chic.

SOCIAL MEDIA FOLLOWERS

UPDATED | MAY 2017

 630

 2455

 5475

 92 SUBSCRIBERS (NEW VENTURE)

ANALYTICS

- MONTHLY UNIQUE VISITS: 3705
- PAGE VIEWS: 14082
- BOUNCE RATE: 49.03%
- AUDIENCE VISITS: US 36% UK 35%
- AGE: 45-54 31% | 55-64 28% | 35-44 20% | 25-34 11%

TOPICS COVERED

- Life
- Travel
- Style
- Fashion
- Beauty
- Health
- Midlife Problems
- Self-Development

AWARDS

2015 BLOGGING EDGE AWARD
BEST WOMAN'S FASHION BLOGGER 2015

UK BLOG AWARDS
SHORTLISTED ODEON CINEMA'S BEST STORYTELLER 2016