

My Funny Valentine

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About



My Funny Valentine is a beauty and skin care blog. It features beauty trend reporting, makeup reviews, hair related posts, swatches, and 'face of the day' posts.

It is an outlet for my love of cosmetics and a celebration of Makeup Art.

On My Funny Valentine, we take pride in good photography; and quality, engaging writing.

One of the aspects that sets My Funny Valentine apart from the pack is the detailed skin care reviews which include the science behind how and why a product works.

Statistics

Visits: 25,709

Absolute Unique Visitors: 19,180

Pageviews: 44521

Feed subscribers: 10160

Bloglovin subscribers: 404

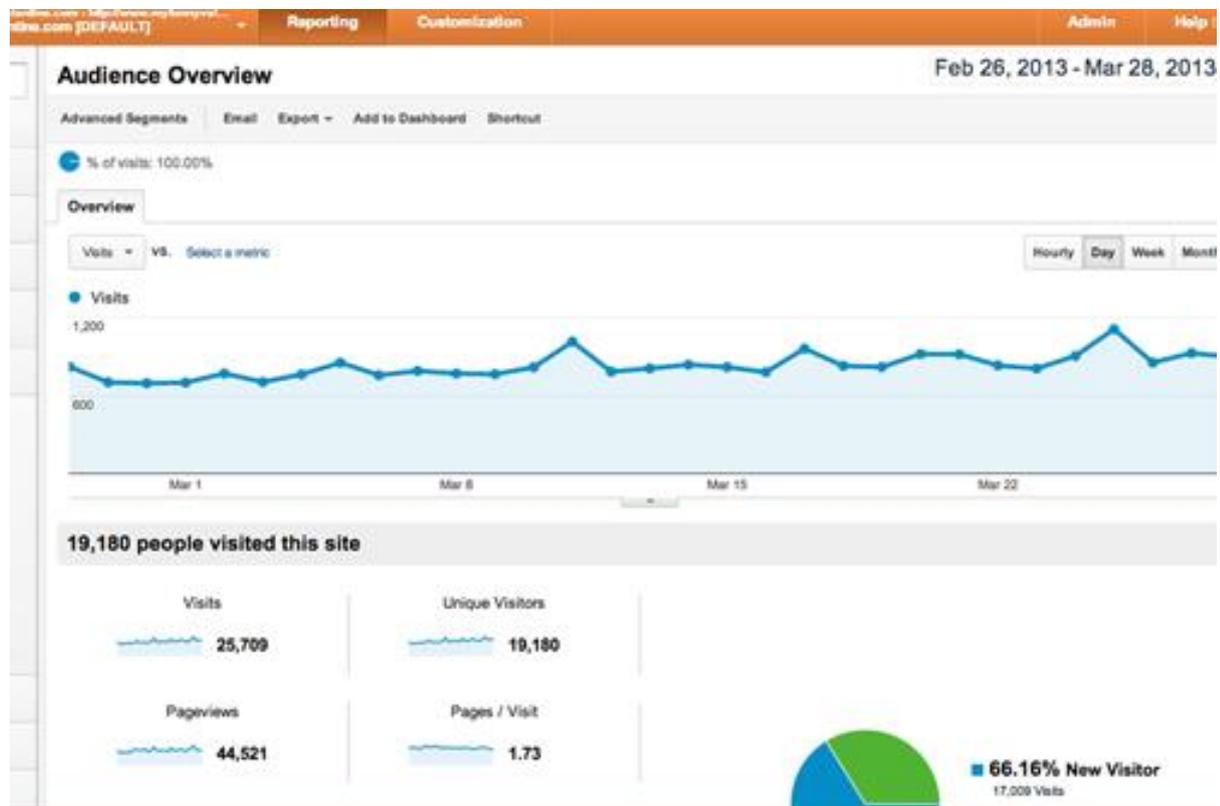
Social:

Twitter followers: 10358

Facebook Likes: 315

Instagram followers: 397

[subscriber/follower data taken on the 30/03/2013]



Demographics

My Funny Valentine attracts highly educated readership who mostly work in professional settings. They are between the ages of 18-50+, and 98.4% are female. My readers spend approximately \$100-200AUD on beauty per month, and almost 60% of them purchased a beauty product based on my recommendation.

- 67.8% of readers have attained a university Bachelor's degree or higher (including Masters and PhD)
- Our readers are spread across a wide age range. Ages: 41.6% are between 18-24, 33.7% are between 25-30, 24.8% are between 31-45

***Demographic information taken from a survey of 191 readers in September 2011**

Examples

Hair posts:

[How to style a messy quiff ponytail with Aveda products](#)

Makeup posts:

[NARS Pure Matte Lipstick Moscow reviewed](#)

[Burberry Lip Velvets Antique Pink and Rose Pink Reviewed](#)

[Tom Ford Private Blend Lipsticks review](#)

[L'Oreal Shine Caresse Lip Colour Reviewed \(part 1\)](#)

[Antique Gold Smokey Eye inspired by Versace S/S 2013](#)

Skin care posts:

[Pratima Neem Rose Sunscreen SPF 30](#)

[The Sunscreen Lowdown Part 1](#)

[Grown Intensive Body Cream with Rosa Damascena, Acai, and Pomegranate review](#)

Collaboration

My Funny Valentine is part of a blogging syndicate known as the **Lipstick Bandits**. We are a group of international high profile bloggers who love lipstick and post monthly on a particular lip theme.

My Funny Valentine is also part of Beauty Blog Link Love <http://beautybloglinklove.blogspot.com.au/>