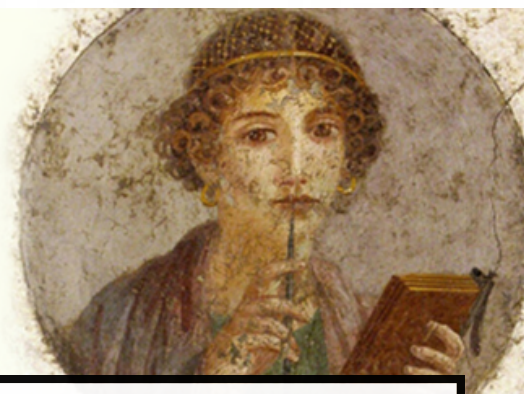


ValentinaChirico.com
the *beauty archaeologist*



COSMETICS - INDIE JEWELLERY - SMART LIVING
BEAUTY IN ANTIQUITY

Q3 2023
QUARTERLY
MEDIA KIT
&
YEARLY
PERFORMANCE

ValentinaChirico.com

the beauty archaeologist

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BEAUTY IN ANTIQUITY

THE PROJECT

ValentinaChirico.com is the makeover of 'Valens... per voi', an Italian beauty blog launched in the Autumn of 2009 to **discuss beauty** and **spot competitive solutions** for savvy young women.

The positive message behind the blog was 'every girl should feel **bella**, no matter the size of her wallet'.

Very soon, the blog started to engage in national marketing campaigns and explored new fields such as fashion trends, the **independent jewellery market** and **life hacks**...

After 12 years, Valentina's blog evolved into a website.

It has the same practical approach to beauty and well-being, now with a wider palette of topics including Korean skincare reviews and beauty in antiquity.

Today she is the 'beauty archaeologist'.



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THE AUTHOR

Born in 87 in Southern Italy, Valentina moved her first steps in the beauty industry as a sales agent. She set up her beauty blog while preparing for her BA in Archaeology and History of Art at the University of Naples "Federico II".

In 2017 Valentina moved to the UK to complete her MA in **Egyptology** at the University of Birmingham, awarded in 2019. As an archaeologist, she has an interest in Egyptian jewellery and **ancient cosmetics**, the latter the focus of her master's.

She has been collaborating with **online magazines** covering **culture, luxury fashion** and **DIY beauty**, and covered the role of editor-in-chief for **FashionsFinest**, British indie fashion company. She is now a senior Italian writer for a London-based marketing media agency.

Besides ValentinaChirico.com, she is the author of **ItalianMemories**, an ironic guide to Italy.



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This is a self-funded project: every aspect is made in-house by Valentina Chirico and its performance figures are organic results.

From the original blog (2009) to the new website (2019), steady growth has followed. A rocking Q3 has inaugurated the second half of 2023 with +6.8K unique users, +24.6K views and 62.4K events; which are respectively +11,0%, +97,7% and +101,4% compared to Q3 2022.

Website Performance (ending on 30/09/23)

26.000 **70.439** **32.522**

Unique Visitors

Page Views

Sessions

Website Growth Index (Quarterly)

Q3 2023 vs Q3 2022

+11,0%

+97,7%

+52%

Unique Users
(6.824 vs 6.146)

Page Views
(24.686 vs 12.486)

Monthly Sessions
(10.550 vs 6.941)

DA 13



(vs DA11 end of Q3 2022)

sources:
GA4
WebsiteSEOChecker

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Community



+1.1K



+1K



+5.2K



18.7K

(views)



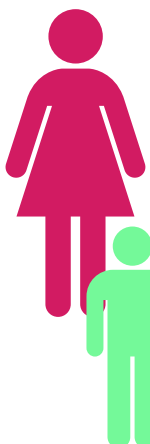
+1.2K

User ID: My Reader Is



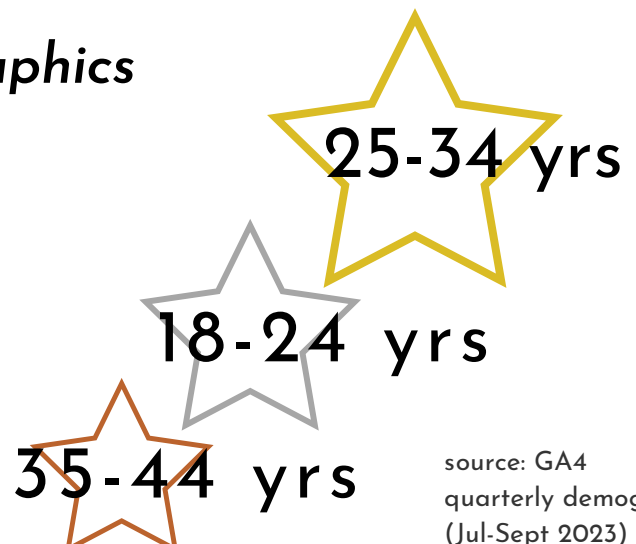
- 25-34 years old.
- A native English speaker (EN-US, EN-GB and EN-AU).
- From an English-speaking country (US/UK/AUS/CAN), India, Eastern Asia, and West EU.
- A mobile user (4.821).
- Comes from organic research (5.907).

Demographics



72%

28%



source: GA4
quarterly demographics
(Jul-Sept 2023)

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Community & Hobbies



Top 5: personal interests
(based on 100% of the available data)

- Avid News Readers
- Media & Entertainment/ Movie Lovers
- Beauty & Wellness/ Beauty Mavens
- Shoppers/ Shopping Enthusiasts
- Media & Entertainment/ TV Lovers

Source: GA4
quarterly demographics
(Jul-Sept 2023)

Top 5: product fields
(based on 25,57% of the audience)

- 3,94% Women's Apparel
- 3,70% Beauty & Personal Care
- 3,20% Makeup & Cosmetics
- 2,93% Apparel & Accessories
- 2,74% Skin Care Products

source: Google Analytics
quarterly interest overview
(Q1 2023)
Currently unavailable for Q3



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TOP 10

source: GA4
quarterly demographics
(Jul-Sept 2023)



#1

CORSX

snail mucin face essence

K-beauty + review



#2

MoYou London

Gel Nail Wraps

review + how to



#3

Sally Hansen

Hard as Nails

strengthener

nail care + review



#6

Nutree Cosmetics

Bottox Expert thermo mask

hair care + review



#5

MooGoo

How Now Brown Cow

body care + review

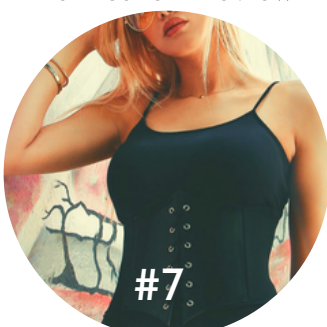


#4

What your lipstick

says about you!

makeup + curiosities



#7

Waist Encyclopaedia

fitness gears



#8

Batiste - Dry Shampoo

hair care + review



#9

I'M FROM - Ginseng Eye Cream

K-beauty + review



#10

Rovectin Cleanser

K-beauty + review

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Proudly
representing...



NAHAiA
ACTIVE ORGANICS
NEW ZEALAND

Collaborating with:

MOYOU
- LONDON -

Lanolips

Wishtrend.



STYLEVANA

Mayraki
Professional

Worked for

AVON
the company for women AVON

Proudly collaborated with...

JOLIE BEAUTY

MARC JACOBS
BEAUTY

MAYBELLINE
NEW YORK

Douglas



tjc.co.uk

AXIS-Y
BITE

LUSH
FRESH HANDMADE COSMETICS

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SERVICES

- SEO marketing write-ups
- in-depth product reviews
- social preview & product testing
- event covering
- guest & ghost blogging
- link placements
- ad banner placement
- language & communication support.

WORK WITH ME

- + 10 years of experience in the cosmetic industry (client-based);
- commitment and passion for the subject;
- detailed informational reviews ;
- customisable content (i.e. more swatches, more looks, etc.);
- expandible social exposure;
- adaptability around company needs (i.e. seasonal promos, sneak peeks);
- custom storytelling = products that connect with the audience;
- SEO-focused article;
- love for colours and visuals;
- flexibility to match your company's budget.

Contact me today to know more



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Website Current Monthly Stats (September 2023)

Sessions ⓘ

2,788

↓ -25% vs. Previous 30 Days

Pageviews ⓘ

9,121

↑ 67% vs. Previous 30 Days

Avg. Session Duration ⓘ

1m 33s

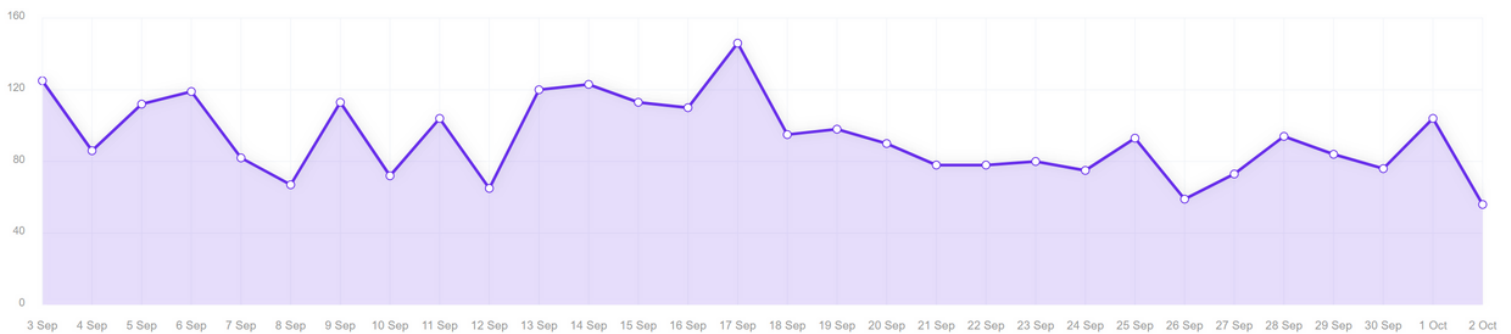
↑ 54% vs. Previous 30 Days

Total Users ⓘ

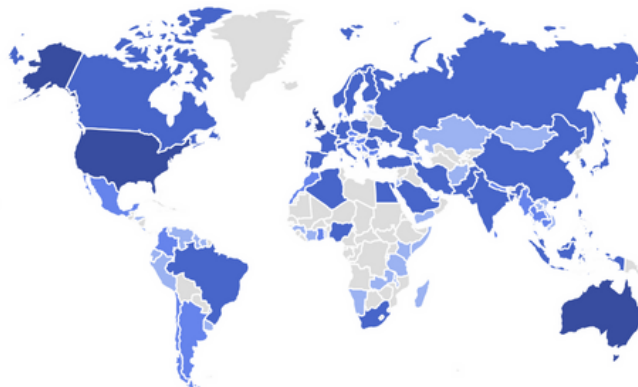
1,843

↓ -18% vs. Previous 30 Days

Sessions Pageviews



1	(not set)
2	COSRX Advanced Snail 96 Mucin Power Essence – review ~
3	MooGoo How Now Brown Cow natural gradual tanning cream - review and before&after ~
4	ValentinaChirico ~ the 'beauty archaeologist' ~
5	MoYou London Gel Nail Wraps – review and how to ~
6	Sally Hansen Advanced Hard as Nails strengthener in Natural Tint – review ~
7	Batiste Dry Shampoo & A Hint of Colour – launch, comparison and review ~
8	Waist cincher, corsets or waist trainers? Your 'waist encyclopaedia' ~
9	Your personality? What your lipstick says about you! ~
10	Nutree Bottox Expert thermo multi-control hair mask. The Brazilian keratin treatment at home – review ~
11	The Egyptian hair loss recipe for very hated people ~



United States

United Kingdom

Australia

India

Canada

Singapore

Germany

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Instagram Performance (Q3 2023)

valenschirico



544
Posts

5,211
Followers

4,144
Following

Valentina Chirico

100M+

Health/Beauty • Open to collaborating

Expat life of the beauty-archaeologist

🇮🇹 + 🇪🇸 🇬🇧 LDN beauty/antiquity/indie jewels

DM: valenspervoi@hotmail.it

bit.ly/organic-keratin and 4 others

2,288

Accounts reached

See how people have viewed your content over 90 days compared to the previous cycle.

+9.7%

530

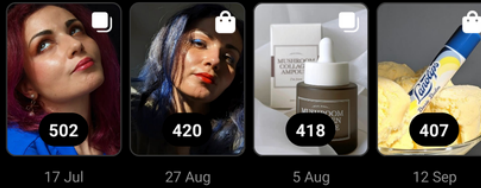
Followers



+5.3%

1,758

Non-followers



Reached audience

Top countries



Profile activity

vs 4 Apr - 2 Jul

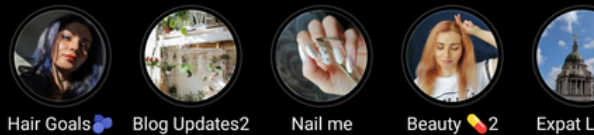
1,440

+38.8%

Profile visits

1,438

+39.2%



Impressions

15,007

+16.2%



Top content

Based on reach

All Followers Non-followers

Posts

2,191

Reels

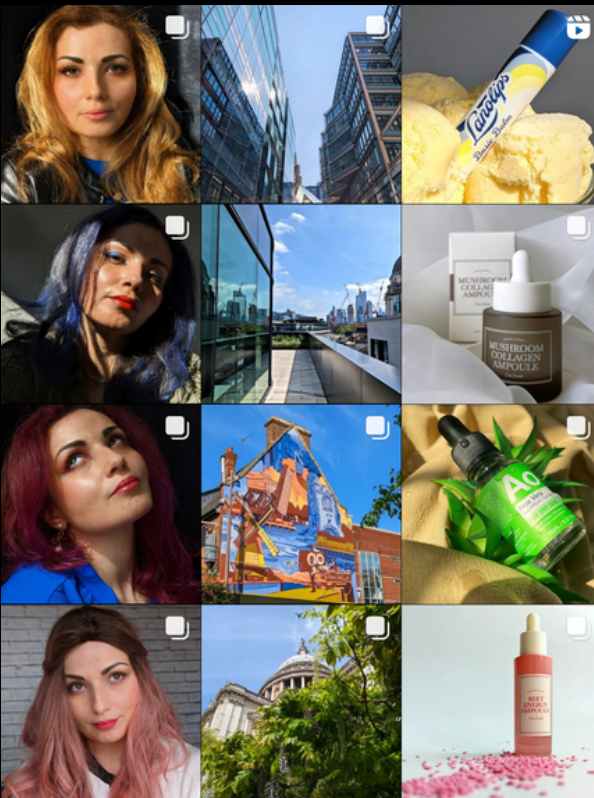
466

Stories

353

Videos

6



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Instagram Performance (Q3 2023)

