



# TOTES INAPPROPES

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## ABOUT TOTES INAPPROPES

Established in 2015, Totes Inappropes is written by Alison Stankard. The blog is a swearsy, alcohol soaked take on parenting, running and fashion. The writer is a self proclaimed “parenting guru”, runner of marathons, mother to the three little shits and Thug pug.

Other achievements include being the inventor of “Wironing” (The extreme sport of ironing with wine) and being married to Dangerous.

**440,000+**

AVERAGE WEEKLY POST ENGAGEMENT

**300,000+**

AVERAGE WEEKLY POST REACH

**116,400+**

SOCIAL MEDIA FOLLOWERS

engagement & reach figures are based on the most recent 6 month average

## TOTES INAPPROPES - LIKES, FOLLOWERS, GROUPS & STATS

It's not just a blog! There are also two Facebook groups: Run Bitch Run and Fashion Forward Bitch. These groups have a combined membership of 30k+ each which is growing constantly. The stats for these groups are:

### Fashion Forward Bitch

158K+ monthly engagements | 12.6k members | 98.5% female members | 35-44 average age of members

### Run Bitch Run

227K+ monthly engagements | 17.9k members | 94.9% female members | 35-44 average age of members

PLEASE NOTE: ALL LIKES, FOLLOWERS & ENGAGEMENT ACTIVITY IS STRICTLY ACHIEVED BY ORGANIC METHODS.



**116,400+**

@totesinappropes123



**TOTES INAPPROPES**  
Blogger / Writer



**2,200+**

@totesinappropriate

## SERVICES OFFERED

- Sponsored posts
- Product reviews
- Custom content creation
- Web banner advertisements
- Brand ambassadorships
- Social media campaigns
- Competitions and giveaways
- Modelling
- Presenting

## THE AUDIENCE

**96%** Female      **20%** Aged 25-34

**48%** Aged 35-44      **22%** Aged 45-54

**91.6%** From the UK

**100%** Comes from organic search

## AS SEEN IN / ON



**The Telegraph**



**METRO**



**Daily Mail**

**Good Housekeeping**



**Woman's Own**

# READY TO WORK TOGETHER?

Contact me at [hello@totes-inappropes.co.uk](mailto:hello@totes-inappropes.co.uk)