

IRRESISTIBLE MEDIA

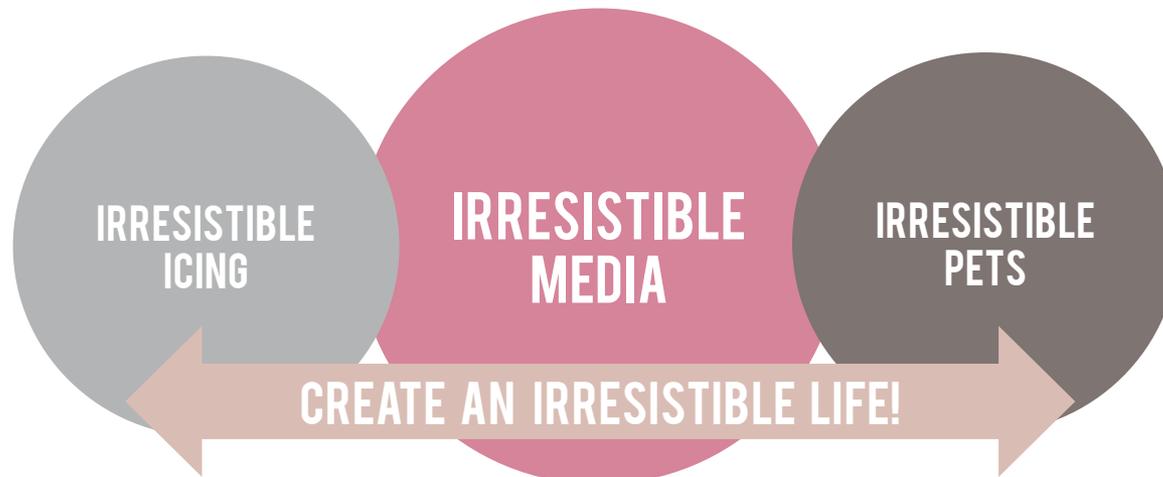


IRRESISTIBLE MEDIA

IrresistibleMedia.co
IrresistiblePets.com
IrresistibleIcing.com

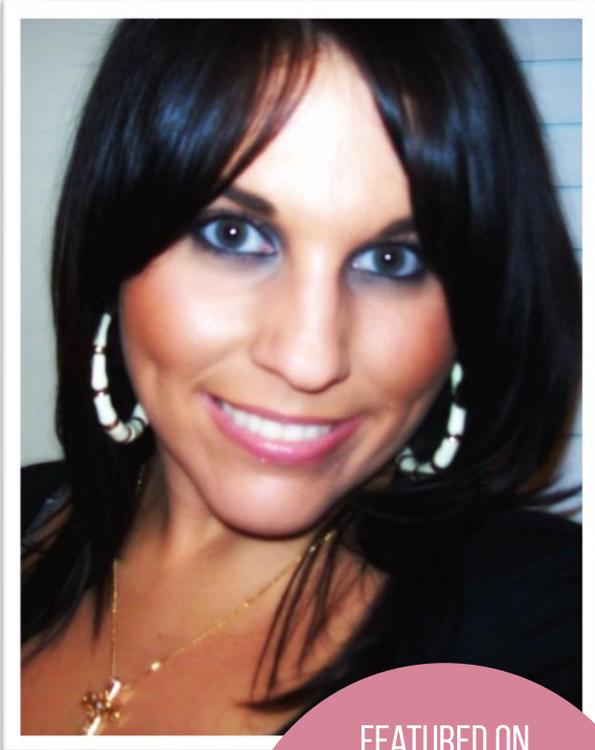
CREATE AN IRRESISTIBLE LIFE!

Irresistible Media is a network of two different blogs, Irresistible Icing & Irresistible Pets, with the same goal, to inspire you to create an irresistible life.



ABOUT ME

IrresistibleMedia.co
IrresistiblePets.com
IrresistibleIcing.com



FEATURED ON
BETTER HOMES AND
GARDENS, GOOD
HOUSEKEEPING,
COASTAL VIRGINIA
MAGAZINE, + MORE!

INSTRUCTIONAL DESIGNER BLOGGER + SOCIAL MEDIA INFLUENCER

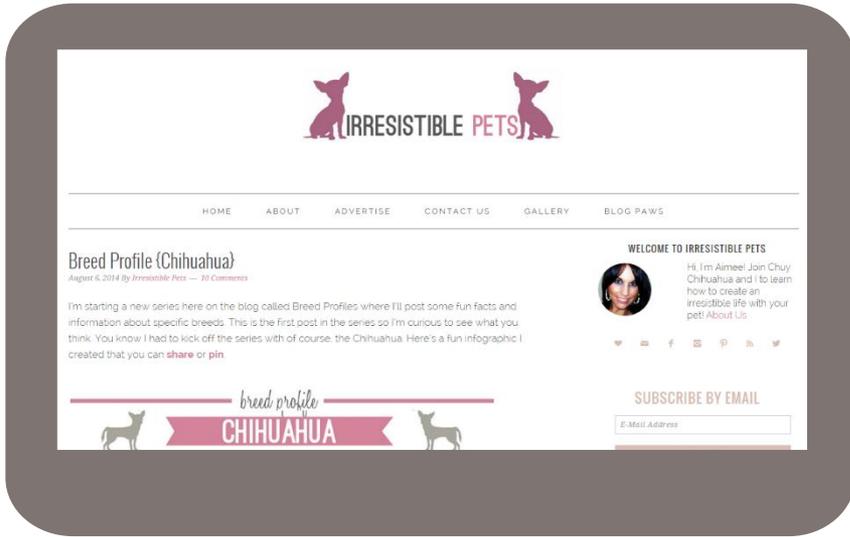
Aimee Beltran is the creative mind behind Irresistible Media. She started blogging in 2010 on Irresistible Icing as a way to document how to live an irresistible life by dealing with issues about Binge Eating Disorder, bullying, and body image. She also blogs at Irresistible Pets, a DIY blog for pet parents.

Aimee has over ten years of experience creating instructional content in the corporate world. Creating her own online brand and business has allowed her to mesh that experience with her passion for helping other people live an irresistible life.

Aimee has not only built a brand, she has worked with clients and companies to create online content, run social media marketing campaigns, and more. Aimee is a member of the Blog Paws community and attends the annual conference. In 2015, Aimee was selected from thousands of pet bloggers to become a BlogPaws Ambassador.

IRRESISTIBLE PETS

IrresistiblePets.com



Irresistible Pets teaches pet parents how to create an irresistible life with their pets with educational DIY tutorials and inspiring content targeted to the small dog lifestyle.

TRAFFIC + SOCIAL MEDIA

50,000+ MONTHLY PAGE VIEWS

 3800+

 2000+

 1800+

 2300+

READER DEMOGRAPHICS

80%
LOCATED
IN THE US



90%
FEMALE



25-55
AVERAGE
AGE



READER INTERESTS INCLUDE:

- ✓ SMALL DOG LIFESTYLE
- ✓ DIY TUTORIALS
- ✓ PET TREAT RECIPES
- ✓ PET INSPIRED HOME DECOR
- ✓ PET WEDDINGS + PARTIES
- ✓ PET STYLE

WHAT THE READERS ARE SAYING!

"Great infographic! My Italian Greyhound Dash, and I are a pet therapy team and we go to an elementary school every other week during the school year to teach the little ones (1st & 2nd graders) about dogs and how to be responsible and kind pet owners. I would love to bring some of these graphics to school to show the kids."

"Thank you for sharing this treat idea! I have 2 fur babies that LOVE ice cubes & apples. Plus one has a severe grain allergy, so these treats are perfect for her! My pups thank you!!!"

"This post was really fabulous and I think that your blog is one of the coolest out there. I love how you incorporate "life" and fun into your posts...making things meaningful and uplifting at the same time."

"OMG, just found your site via Pinterest and I'm in love. I run a massive bakery for our Humane Society's annual fundraiser. We have about 10,000 dogs and their owners coming thru. This year was my first year running it and I ran out of doggie treats. I will be spending a lot of time here planning for next year. What a lovely site you have, the layout is gorgeous and your pics are amazing. Loving your doggie. Thank you!"

IRRESISTIBLE ICING

IrresistibleIcing.com

Irresistible Icing is a lifestyle blog that teaches women how to look and feel irresistible.



TRAFFIC + SOCIAL MEDIA

8,000+ MONTHLY PAGE VIEWS



1100+



7300+



360+



1100+

READER DEMOGRAPHICS

80%
LOCATED
IN THE US



98%
FEMALE



25-55
AVERAGE
AGE



READER INTERESTS INCLUDE:

- ✓ BODY IMAGE
- ✓ BINGEEATING DISORDER
- ✓ EMOTIONAL EATING
- ✓ WEIGHT LOSS + FITNESS
- ✓ PLUS SIZE FASHION

WHAT THE READERS ARE SAYING!

"I just came across your blog and I have to say THANK YOU! I am at my heaviest right now...230. I have a 4yo and a 14mo old. I'm also frumpy. I hate my curves...my husband loves them. THANK YOU! for opening my eyes that I CAN be irresistible...not only to my husband...but to me. Continue to be irresistible! I look forward to reading along and learning to love myself and take care of myself."

"Wow – what an inspiring post!! I love the amount of girl power in your blog!! I will for sure have to visit more often!! Thanks for the inspiration!"

"I just want to thank you for blogging about your weight issues. Thank you for making me see that I'm not going through this alone. I know we can do this, I'm rooting for you!"

"Oh so powerful and so painful. I took a peek at your story and am amazed at how strong you are. Good for you. You will meet your goals and find a way to do it and be healthy and strong. Your motivation is inspiring."

BRAND PARTNERSHIPS



PET BRAND PARTNERSHIPS

PET SMART

blogpaws



Cesar
EXTRA CHEESE



PURINA
PRO PLAN



AS SEEN ON...

Good
Housekeeping

Better
Homes
and Gardens



MARTHASTEWART.COM



shareaholic
BuzzFeed



AS SEEN IN



Coastal
VIRGINIA
Magazine

The Virginian-Pilot
PilotOnline.com



Centsational Girl
Fabulous, for less.



PARTNERSHIP OPPORTUNITIES

You have something “irresistible” about you that makes you unique.  I'll work with you to help you figure out what that is and create a customized package to meet the needs of your brand or business. This is just a sampling of the services I offer.



BANNER/SIDEBAR ADS



BRAND AMBASSADORSHIP



SPONSORED POSTS



DIY TUTORIALS + ECOURSES



SOCIAL MEDIA MARKETING



CONTENT CREATION

READY TO CREATE SOMETHING IRRESISTIBLE?

CONTACT ME!



MIMI@IRRESISIBLEMEDIA.NET