

# toia barry

hair. style. life

## ABOUT TOIA



Toia is a cereal-loving, millennial-adjacent wife and work-at-home mom to an energetic little boy based in Brooklyn, NY. Since acquiring her license in cosmetology in 2004 and embracing her natural hair in 2009, she has been committed to inspiring and sharing her knowledge with others.

In addition to curating content for her blog and social platforms, Toia has contributed to a leading natural hair care site, covers a variety of events around NYC and partners with well-known lifestyle brands to create unique content that motivates her audience.

## BLOG AUDIENCE

**3.5K**

MONTHLY PAGEVIEWS

**2.6K**

UNIQUE VISITORS

**82%**

WOMEN

**40%**

AGES 25-34

**21%**

AGES 35-44

## ABOUT

### THE BLOG

Launched in 2012 as an outlet to celebrate naturally textured hair, the blog, once known as ToBNatural, and the social channels that followed quickly became reliable resources for women who also embraced their textured hair. It has since evolved into a lifestyle resource, ToiaBarry.com, which includes fashion, motherhood and beauty content geared towards the everyday woman.



9.1+



1.9K



1.7K+

WWW.TOIABARRY.COM

# INSTAGRAM AUDIENCE

---

**15.5K+**

FOLLOWERS

**2.0%**

ENGAGEMENT  
RATE

**41K+**

WEEKLY  
IMPRESSIONS

**91%**

WOMEN

**90%**

AGES 21-34

**77%**

MARRIED

**82%**

AFRICAN-AMERICAN



## SERVICES

---

SPONSORED BLOG POSTS/VIDEOS

SOCIAL MEDIA CAMPAIGNS

EVENTS: HOSTING | MEDIA COVERAGE

PRODUCT PLACEMENT/REVIEWS

BRAND AMBASSADORSHIP



## CONTENT CATEGORIES

---

(samples hyperlinked)

Hair Style Tutorials

Fashion/Style Promo

Health & Beauty

Food & Beverage

Home Decor

Family Life

## CONTACT

---

TOIA BARRY

[toia@toiabarry.com](mailto:toia@toiabarry.com)

[ToiaBarry.com](http://ToiaBarry.com)

[@toia.barry](https://www.instagram.com/toia.barry)

---