



# DALLAS *on the* ROCKS

## DALLAS DRINK BLOG

Instagram: @dallas\_ontherocks

Facebook: /dallasontherocks

www.dallasontherocks.com

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## ABOUT DOTR



Dallas on the Rocks is a guide for where to go, and of course, what to drink in Dallas! Whether it's where to find the best margarita in the city, or where to take someone on a first date, DOTR has got it covered.

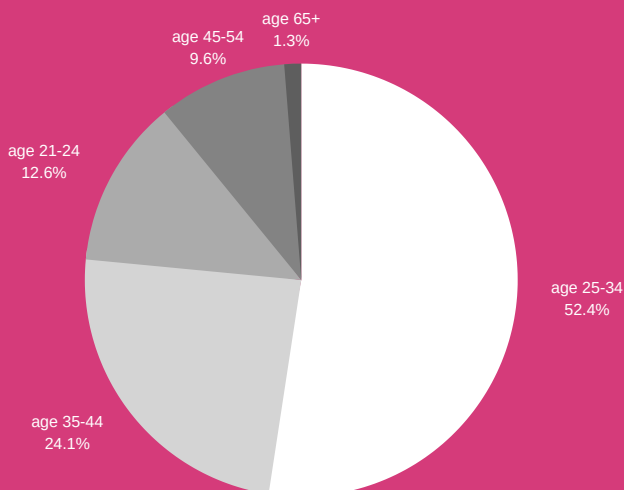
*The blogger's hope is to help others discover new places and come to love this city (and all that it has to offer) as much as she does!*



## FOLLOWER DEMOGRAPHICS

### Dallas

69% women, 31% men



## INSTAGRAM INSIGHTS



- 5,850+ Instagram Followers
- 2.76% engagement rate
- ~115,000 monthly impressions
- ~45,500 monthly reach
- ~3,000 monthly visits
- ~4,750 monthly post interactions
- ~200 monthly story interactions