



MEDIA KIT

2021



HEY THERE!

I'm Collin!

Owner of Hip2Save, mom of three, and proud wife to a Marine veteran, I began blogging in the summer of 2008 as a way to help myself, my family, and my friends save money. Little did I know my hobby would turn into a full-time endeavor and that Hip2Save would become the nationally-recognized website that it is today.

Hip2Save is a frugal living website with a large & very engaged community. Millions of readers hit our site daily to get the scoop on all of the hottest promotions and sales, clever shopping tips, honest product reviews, team-tested recipes, and even fun DIY projects and hacks. Our content is truly the best of the best!

Behind the scenes, Hip2Save is run by a team of money-saving experts who are as passionate as I am about creating quality content that always seems to resonate with our readers. Each team member has a high standard of performance and every single one of us takes pride in our work! Together we're excited to provide valuable lifestyle content to change & improve people's lives for the better.



THE WEBSITE...

We make saving money fun, and are passionate about helping millions of readers live an extraordinary life on an ordinary budget.

"IT TRULY IS HIP TO SAVE!"

Our unique team of experts strives to meet the highest SEO standards 100% of the time. We deliver thoughtful reviews and share exceptional deals that both advertisers and readers appreciate.

We take pride in our diverse group of women and men who boast many unique personalities and perspectives to ensure each and every reader feels welcome and right at home when visiting our site.



OUR STATS:

1.5 BILLION+

total U.S. views

21 MILLION+

monthly pageviews

4.4 MILLION+

unique site visitors every month

3:28 MINS.

average reader time spent on site

95.7%

U.S. readers, 2.4% CAD

206,000+

email subscribers

35.4%

open rate

6.3%

click thru rate

**List size, open rate, and click thru rates vary depending on the audience being targeted.*

FACEBOOK



1.1 Million+
FOLLOWERS

*11 million average monthly reach
4.4 million average monthly engagements
45-65K average post reach*

INSTAGRAM



105K+
FOLLOWERS

*590K monthly post impressions
525K monthly post reach
6 million monthly story reach & impressions*

TEXT ALERTS



25K+
FOLLOWERS

*5K average clicks
32% average ctr*

PINTEREST



112K+
FOLLOWERS

10 Million average monthly viewers

LET'S GET SOCIAL...

Collin strives to maintain a meaningful presence with her followers by hosting her much-loved "Coffee with Collin" daily morning show where she answers reader questions, shares funny & relatable real-life stories, calls out the great deals and quality products she's loving, and so much more.

Not only do followers crave Collin's presence, but they also love seeing the variety of HIP team members sharing within their realm of expertise and contributing to the growth of all our social media accounts.

Collin is also known to treat followers to a free Starbucks or Amazon gift card on occasion because...why not?



WHAT CAN YOU EXPECT?

We take great pride in creating relatable lifestyle images of every product or service our team is vetting, testing, and ultimately endorsing. You'll get an authentic and engaging caption or review and a genuine desire to share your product/brand with our audience. We've developed an authority our followers know they can depend on for trustworthy reviews & deals featuring great products that we truly love!

OUR SERVICES...

SITE ENDORSEMENTS

Sponsored Deal Posts:

- A dedicated post on Hip2Save.com with 21 million monthly page views. The post will dive into specifics of the deal/promotion, how-to details on redemption, and examples on how to make the most of the deal.
- Corresponding Tweet (31k+ following).
- High-quality lifestyle imagery crafted by our in-house photographers used throughout the post.
- Inclusion in our Daily Newsletter with an average 13.3% open rate and 4.1% ctr.

Product Review Post:

- A dedicated post on Hip2Save.com with 21 million monthly page views. The post will be highly involved with authentic & thorough details on the product and a minimum of 500 words.
- Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used in the copy.
- High-quality lifestyle imagery crafted by our in-house photographers used throughout the post.
- Real, authentic testimonials of your product.
- Multi-tiered editorial reviews of the content to ensure it's posted with accuracy and perfection.

We have more exciting ways we can work together on the next page - check 'em out!

WHO FOLLOWS US?

Our audience is 90% female with the majority between the ages of 25-54. Statistics show our readers are the main purchasers in their households and they seek a high-quality, frugal lifestyle in addition to learning about new & exciting products.



HERE'S THE DEAL:

Our team loves to share products we would purchase ourselves so every product is subject to approval and may be declined if we feel it is not an authentic fit.

HOW ARE OUR READERS ENGAGING?

Our audience is 80% mobile, 12% desktop, and 8% tablets. On average, readers spend over 3 minutes per visit on our site.



FUN FACT:

Hip2Save's organic search traffic has more than doubled year after year.

MORE SERVICES...

WAYS TO GET MORE EXPOSURE

Popular Post Spot

Facebook Post

Solo Email Blast

Instagram Story

Hot Deal Text Alert

Sponsored Giveaways

***We would love to discuss more details
when we connect!***

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We're so excited to hear from you and cannot wait to collaborate to become better **together.**



READY TO BE HIP WITH US?

If you would like us to consider your product/brand, please email **vip@hip2save.com** and include the product or service, the website URL, and what you envision for the sponsorship.

Hey! We're super proud of being featured in these cool places:

Parents

 msnbc


NBC


TODAY

Woman's Day

WSJ