



# MEDIA KIT

2024



# HEY THERE!

I'm Collin Morgan!



You may already know me from Hip2Save, my frugal living website that keeps millions of readers up to date on all of the latest coupons, hottest promotions, clever shopping tips, delicious recipes, and fun DIY projects. I LOVE providing valuable lifestyle content that can help change lives for the better from topics like finances to family life to my favorite subject — food!

**MY PASSION FOR SAVING MONEY  
PAIRED WITH MY LOVE OF THE KETO  
DIET IS HOW HIP2KETO WAS BORN!**

Since we've connected on a keto level already, I'm confident you also think feeling your best is a top priority. Prior to keto, I was a yo-yo dieter, constantly trying to find what would make my digestive system feel better. The constant bloating and uncomfortable gut feeling I was experiencing kept dragging me down. After trying multiple diets, medications, and taking trips to the doctor on many occasions, I decided that giving keto a chance was right for me. And since jumping in over 6 years ago, I have never felt better and I'm happy to say that keto is a way of life for me now! Getting to spread that same keto joy to all our readers is where our partnership together will thrive.

# THE WEBSITE



**222K+**

AVERAGE MONTHLY  
PAGE VIEWS

**183K+**

AVERAGE MONTHLY  
WEBSITE SESSIONS

**136K+**

AVERAGE UNIQUE  
MONTHLY VISITORS

90%

90% US traffic  
10% CA/EU

73%

73% female readers  
27% male readers  
(mainly ranging between ages 25-64)

80%

80% Mobile  
20% Desktop

82% of our audience is married &  
62% are college graduates.

Hip2Keto is our keto lifestyle website that helps over 222,000+ monthly readers with everything they need to know to get started on a keto diet.

## FAT IS NO LONGER THE ENEMY!

Our dedicated, hard-working Hip2Keto team follows the keto lifestyle, so we personally test every keto product & deal, develop unique recipes, research helpful dining guides, and work alongside a licensed keto nutritionist for solid healthy living tips. Our goal is for every reader to save money, save time, and live their best keto life.

We strive to meet the highest SEO standards 100% of the time and take pride in our diverse group of women and men contributing to Hip2Keto. We know that everyone experiences their own keto journey so we pride ourselves on making every reader feel welcome and right at home.

# LET'S GET SOCIAL



FACEBOOK  
FOLLOWERS  
**118K+**



PINTEREST  
FOLLOWERS  
**94K+**



TEXT ALERT  
SUBSCRIBERS  
**1K+**  
*and growing*



INSTAGRAM  
FOLLOWERS  
**32K+**



YOUTUBE  
FOLLOWERS  
**4K+**



EMAIL  
SUBSCRIBERS  
**55K+**

At Hip2Keto we share delicious, mouth-watering recipes from our website to our mobile app. Each one is easy to follow and obtainable for anyone living a keto lifestyle. We want everyone to know you don't have to sacrifice great-tasting food to live a happy keto lifestyle.

Collin also strives to maintain a meaningful presence with her followers by sharing funny & relatable real-life stories and makes a conscious effort to keep readers engaged by hosting her much-loved 30-day Keto Challenge and monthly book clubs. Not only do followers crave Collin's presence, but they love seeing our other dedicated HIP team members contributing to the growth of all our social media accounts.

Collin is also known to treat followers to a fun-filled keto giveaway on occasion because...why not?



## WHAT CAN YOU EXPECT?

We take great pride in creating food imagery that's appealing from first sight to the last bite! Additionally, every product or service is vetted & tested by our keto team so you can expect an authentic 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 & recipes that fall within a healthy keto lifestyle!



# OUR SERVICES

## SITE ENDORSEMENTS

### Keto Product Review Post:

- A dedicated post on Hip2Keto.com with 222,000+ monthly page views.
- Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used throughout the post.
- High-quality lifestyle imagery 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.

### Keto Product Review Post + Social Media & Email Newsletter Inclusion:

- A dedicated post on Hip2Keto.com with 222,000+ monthly page views.
- Post shared on Facebook to our 118K+ followers.
- Post shared on Instagram stories to our 32K+ followers.
- Post shared via email to our 55K+ newsletter subscribers.
- Post shared via Pinterest to our 94K+ followers with a specially designed Pinterest image.
- Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used throughout the post.
- High-quality lifestyle imagery 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.

*Continue to the next page for recipe collaboration opportunities.*



## HERE'S THE DEAL:

*Our team loves to share keto products we truly love so all posts are subject to our team's approval and may be declined if we feel it's not an authentic fit.*

## WE'RE BIG FOODIES.



Check out our new Keto eBook featuring 4 weeks of curated, easy recipes.

## FUN FACT:

To date, we have published over 645 Keto recipes, 415 keto tips, & over 221 product reviews! In fact, our Wendy's Frosty recipe has received over 3.3 million views (and counting) in its lifetime!



## Keto Recipe Post:

- A dedicated post on Hip2Keto.com with 222,000+ monthly page views.
- Original recipe concept & development with a highlight on your product.
- At least one round of recipe testing with our quality control team to ensure readers have the best experience with your product.
- Featured product links within the body copy, ingredients, and steps for the highest possible exposure.
- Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used throughout the post.
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# CONTACT US

*Email us to discuss partnership opportunities. We're so excited to hear from you and can't wait to become better together!*



**VIP@HIP2SAVE.COM**

