



# **MEDIA & PLACEMENT KIT**

2025

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# HOW HIP2SAVE CAN HELP YOUR BRAND



**OMNI-CHANNEL  
MARKETING CAMPAIGNS**



**INFLUENCER  
CAMPAIGNS & UGC**



**TOP-OF-FUNNEL  
SHOPPER ENGAGEMENT**



**DRIVE NEW &  
INCREMENTAL CUSTOMERS**



**PUBLIC RELATIONS  
CAMPAIGNS**



**BRAND  
AWARENESS**



**LARGE  
GIVEAWAYS**



**SEO OPTIMIZATION  
& LINKING**



**NEW PRODUCT  
RELEASE COVERAGE**



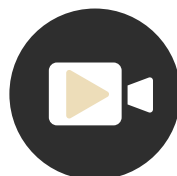
**INCREASE AVERAGE  
ORDER VALUE**



**HIGH CONSUMER  
ENGAGEMENT**



**DETAILED PRODUCT  
REVIEWS**



**LIVE REVIEWS &  
UNBOXING VIDEOS**



**GENERATE REVENUE,  
ORDERS, & SUBSCRIBERS**



**REACH MILLIONS  
OF SHOPPERS**



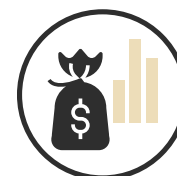
**HYBRID AFFILIATE &  
INFLUENCER CAMPAIGNS**



**DRIVE TRAFFIC TO YOUR  
WEBSITE OR INTO STORES**



**CUSTOM CONTENT  
CREATION**



**BOOST SALES ON AMAZON,  
WALMART, ETSY & MORE**



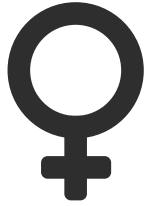
**IN-STORE  
CAMPAIGNS**

# STATISTICS

HIP2SAVE HAS GENERATED

# BILLIONS

in revenue for our partners since 2008.



72% women

28% men

(67% between the  
ages of 25-54)



91% US traffic

9% CA/EU



79% Mobile

19% Desktop

2% Tablet



## 1.6+ BILLION

TOTAL U.S. PAGE VIEWS

## 30+ MILLION

UNIQUE VISITORS  
ANNUALLY

## 2.5+ MILLION

AVERAGE UNIQUE  
MONTHLY SITE VISITORS

## 5.1+ MILLION

MONTHLY PAGE  
VIEWS



FACEBOOK  
FOLLOWERS

## 1.2M+



INSTAGRAM  
FOLLOWERS

## 362K+



TIKTOK  
FOLLOWERS

## 67K+



PINTEREST  
FOLLOWERS

## 153K+



TEXT ALERT  
SUBSCRIBERS

## 54K+



EMAIL  
SUBSCRIBERS

## 278K+



2:21 MINS  
AVERAGE TIME ON SITE

1.93  
AVERAGE PAGES VIEWED  
PER SESSION

## 30,000

PIECES OF UNIQUE CONTENT  
PUBLISHED ANNUALLY



OUR CONTENT  
CREATORS WORK  
24/7 FOR  
365 DAYS A YEAR

# HIGH CONVERTING PLACEMENTS

## DAILY CUSTOM BLOG POSTS

- ★ REACH OUR HIGHLY ENGAGED AUDIENCE THROUGH A VARIETY OF MEDIUMS  
Place your brand and products in front of millions of readers

## EVERGREEN CONTENT CREATION & PRODUCT REVIEWS

- ★ GENERATE NEW, PERSONALIZED CONTENT FOR YOUR BRAND AND PRODUCTS  
Includes high-quality imagery, thorough details, real testimonials from our content team, & much more

## CUSTOM INFLUENCER CAMPAIGNS & UGC CREATION

- ★ CREATIVE TEAM OF IN-HOUSE SOCIAL MEDIA & CONTENT CREATORS  
We'll produce, edit, and help your influencer campaigns go viral

[VIEW OUR CONTENT CREATOR'S MEDIA KIT](#)

## PLACEMENT SELECTION

- ☒ OMNI-CHANNEL CAMPAIGNS
- ☒ HYBRID AFFILIATE + INFLUENCER CAMPAIGNS\*
- ☒ SPONSORED POSTS
- ☒ PRODUCT REVIEW
- ☒ INSTAGRAM STORY OR REEL\*
- ☒ INSTAGRAM UNBOXING STORY
- ☒ FACEBOOK POST
- ☒ FACEBOOK PRIVATE DEALS GROUP
- ☒ PINTEREST POST
- ☒ X/TWITTER POST
- ☒ SITE & SOCIAL TAKEOVER
- ☒ DAILY NEWSLETTER FEATURE
- ☒ NEWSLETTER TOP PICK
- ☒ TARGETED SOLO NEWSLETTER\*
- ☒ RECIPE CREATION
- ☒ HIGH-PROFILE INFLUENCER FEATURES
- ☒ BROADCAST CHANNEL FEATURE
- ☒ THEMED & SEASONAL NEWSLETTERS (NEW YEAR DEALS, FITNESS APPAREL)
- ☒ HOT PRODUCT TEXT ALERT
- ☒ PRODUCT GIVEAWAY
- ☒ POPULAR POST HOMEPAGE PLACEMENT
- ☒ LAST BUMP OVERNIGHT POST\*
- ☒ HOMEPAGE HOT STORE ICON\*
- ☒ STORES PAGE HOT BRAND ICON
- ☒ SEO OPTIMIZATION & LINKING
- ☒ IMAGE & VIDEO RIGHTS
- ☒ HOMEPAGE SLIDER\*
- ☒ LISTICLES
- ☒ TIKTOK POST
- ☒ CUSTOM SOCIAL VIDEO CREATION (REELS, TIKTOK)
- ☒ USER GENERATED CONTENT
- ☒ PAID AD USAGE, BOOSTING, AND WHITELISTING

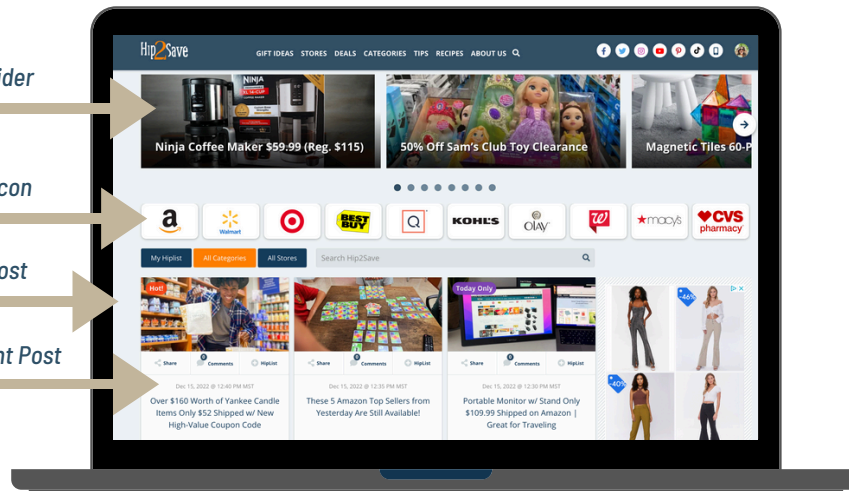
# EXAMPLES OF PLACEMENTS

\*Homepage Header Slider

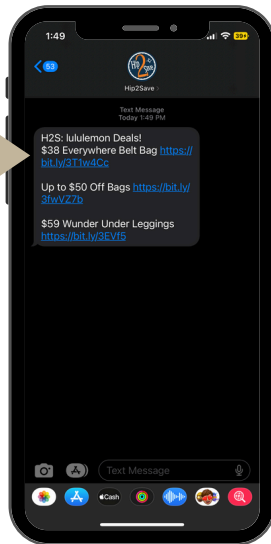
\*Homepage Hot Store Icon

\*Sponsored Post

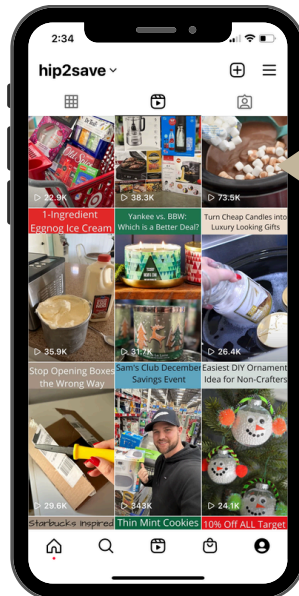
\*Last Bump Overnight Post



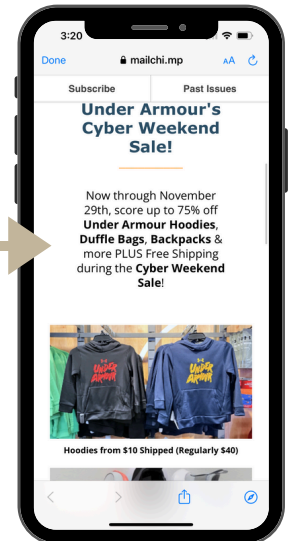
\*Hot Product Text Alert



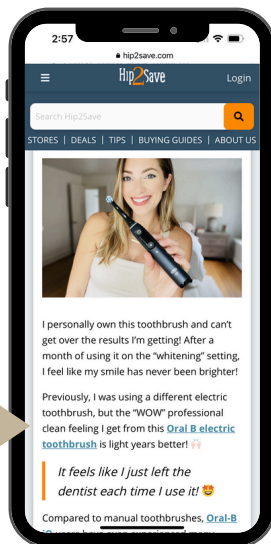
\*Instagram Reel



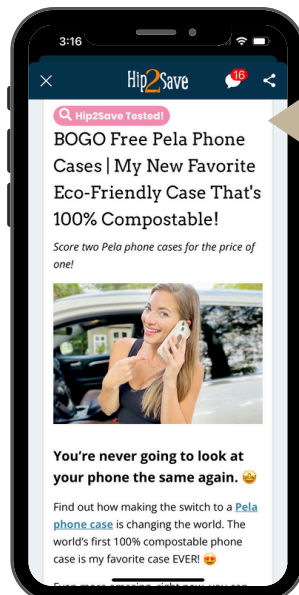
\*Targeted Solo Newsletter



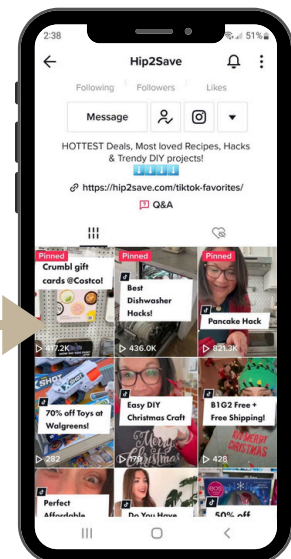
\*Hybrid Affiliate + Influencer Campaign



\*Product Review



\*TikTok Post



# CUSTOM PLACEMENT PACKAGES

## CUSTOMIZED MONTHLY & QUARTERLY PLACEMENTS



### Save on Monthly and Quarterly Placements

One size does not fit all when it comes to placements and campaign objectives. Our team of industry vets will create custom recommendations specific to your brand, products, and budget.

## BOOK MONTHLY OR QUARTERLY TO RECEIVE THE FOLLOWING DISCOUNTS:



### TERMS & CONDITIONS:

*Unused placement inventory must be used within original timeframe.*

*Commitments that run in Nov and Dec will be priced with Q4 rates.*

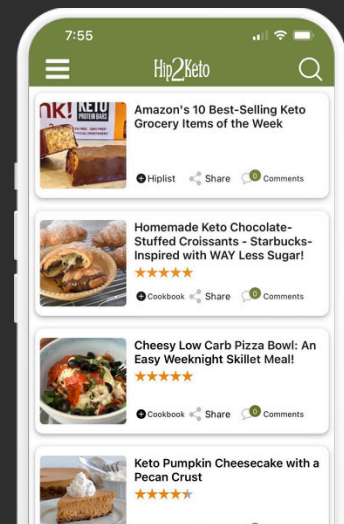


## MONTHLY AMBASSADOR PROGRAM

**Hip2Keto shares amazing tasting, and easy-to-make keto recipes that are perfect for low-carb diets.**

- 1 Custom Product Review Post
- 1 Custom Recipe Post (with pictures & taste testing)
- Heavy social media push on FB, IG, & Twitter
- Newsletter Inclusion
- Commit to 3 Cycles to receive 15% off
- Commit to 6 Cycles to receive 25% off

*\*Commitments that run in Nov and Dec will be priced with Q4 rates.*





# PARTNERSHIPS

## WE ARE DEDICATED TO LONG TERM PARTNERSHIPS



"The team at H2S has been great to work with! They always provide amazing support during our key campaigns." - Jason M.

**sam's club** 



"I love working with Hip2Save as the team is very helpful with finding the most effective ways to highlight the brand. We've done multiple placements with them and performance has always been great and ROAS exceeded our expectations." - Aleksandra C.

**Caraway**



"Hip2Save is one of our most valued affiliate partners. The team there is beyond helpful in all aspects of setting up campaigns. Whenever we need to boost a product, they are one of the first partners we call!" - Kayla C.

**AVOCADO** 



"We have been working with Hip2Save for many years and could not be more pleased. They are honest, fast to respond, and have a great following. As a result, they have been a valued marketing partner we look forward to working with for many years!" - Scott L.



"We love working with Hip2Save! Their team provides great support and works closely as a partner which we truly value." -Robert B

**cate & chloe**



"I've never hesitated to recommend my clients to partner with Hip2save since they care about the brands' concerns, questions, and needs to achieve their goals. They also care about their readers by always offering them the best content, making them a reliable partner in every way!" - Jessica G.

**gen3 MARKETING**



"The Hip2Save team is always a pleasure to work with that we always love to keep coming back. They are very responsive to the campaign whenever there is a need. They allow small businesses have space to grow and reach more customers."



"My relationship with Hip2Save began just over a year ago, and they have exceeded expectations! Performance continues to grow month over month and the team at Hip2Save is always providing our brands with top-tier coverage and advocacy! Truly excited to push to newer heights in 2024 and beyond!" - Weston S.

 **affiliate**



"Hip2Save has been an incredible affiliate partner to work with over the years. They have consistently exceeded expectations, provided optimal return, and have been a pleasure to work with. We look forward to our continued partnership!" - Bailey A

**FRUIT OF THE LOOM** 



"Working with the Hip2Save team has been great. They are proactive outreach and communication. When budget is spent and coverage secured, the Hip2Save team will often throw extra promotions in if the offer is performing. Results and feedback from the team is timely and thorough. Their ability to be flexible and thoughtful make them a fantastic partner." Ziggy K.

**woot!**



"They Hip2Save team has helped Acceleration Partners unlock conversations with our brands about being more open to testing into new opportunities, proving the value of the affiliate channel. This wouldn't have been possible without the support of our main contact and his team." - Alexandra G.

 **Acceleration**  
PARTNERS

 **lululemon**

**Quince**

**amazon** 

**Walmart** 



**Panera**  
BREAD

**DUNKIN'**



 **Unilever**  
**PEPSICO**

**Lifelines**

**wayfair** 

**SEPHORA**



**NORDSTROM**

**Nestlé**

 **Lumineux**

**Kroger** 

...and many more!

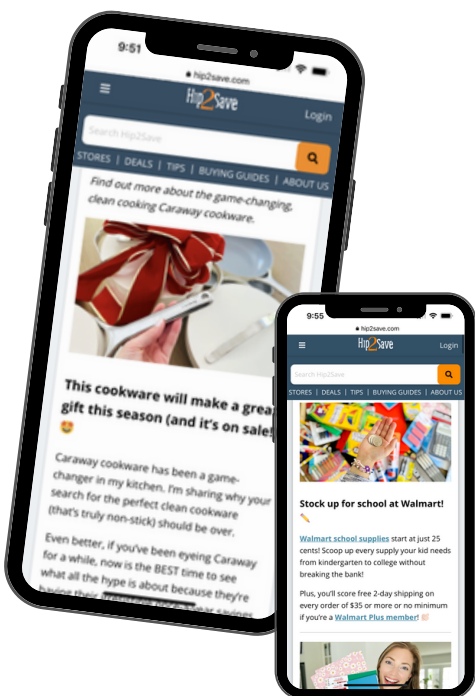


# HOLIDAYS + SEASONAL

## SEASONAL EXPOSURE

### ★ PRIME TIME COVERAGE

Hip2Save offers content creation & exposure support during all key holidays & peak shopping days such as Mother's Day, Back to School, Amazon Prime Day, Black Friday, and Q4 Holiday Shopping.



## EXCLUSIVE Q4 OPPORTUNITIES

**12**  
**DAYS OF CHRISTMAS**  
*giveaways*  
RUNS FOR  
12 DAYS  
DURING Q4



Our largest initiative towards holiday shopping. Request to be on our invitation list.

▲ **25%** INCREASE IN SOCIAL MEDIA TRAFFIC DURING Q4.

**35 MILLION**

Hip2Save receives over 35 million page views during Q4. That's over 29 million more than the average.

**8 MILLION**

Hip2Save receives over 8 million unique visitors during Q4. That's over 5 million more than the average.

# ABOUT HIP2SAVE



#1

## OUR THRIVING COMMUNITY & CUSTOMER SERVICE ALWAYS COMES FIRST

Meet Collin, the owner of Hip2Save, mom of three, & proud wife to a Marine veteran. She began blogging in the summer of 2008 as a way to help herself and her family & friends save money. Little did she know her hobby would turn into a full-time endeavor and Hip2Save would become everything it is today. She employs many amazing individuals from all around the country & from different walks of life!

WE'RE  
HIGHLY  
RATED WITH  
COUNTLESS  
VERIFIED  
5-STAR  
REVIEWS ON  
SITEJABBER:



“  
READ WHY  
READERS  
LOVE US!



## AS SEEN ON:



Parents

msnbc



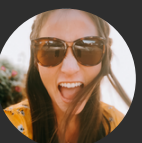
Woman's Day

WSJ



## WE'RE UNIQUE

Behind the scenes, Hip2Save is run by a team of experts who are passionate about creating quality content that meets the highest SEO standards & always resonates on a deep level with our readers. Each of our trusted 40+ employees has a high standard of performance and every single one takes pride in their work making our content top-tier! Together, we provide valuable & diverse lifestyle content to change & improve people's lives for the better.





*contact us*

EMAIL:  
VIP@HIP2SAVE.COM

VIEW OUR CASE STUDIES



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AS SEEN ON:



Parents

msnbc



Woman's Day

WSJ

**WE'RE  
HIGHLY  
RATED WITH  
COUNTLESS  
VERIFIED  
5-STAR  
REVIEWS ON  
SITEJABBER:**

"I've been following this site for almost a year. I love that you not only highlight awesome deals that you actually buy for yourselves, but you also share your personal lives & families. I also enjoy the recipes, watching the home renovations, the giveaways, etc. It's truly one of my favorite sites to follow"  
- Michelle R

"I've been following Hip2Save for many years. Over the years they have saved me so much money, and I've been able to buy things that I never would have without the great deals they post. Add in all the product reviews they do now, and I wouldn't know what to do without them. I love Hip2Save!"  
- Kelly B.

"Hip2Save offers so many great deals and encouragement to save money! Their staff is top notch and they really seem to care about us (this is rare)! Can't thank them enough for all that they do."  
-Sherry H.

"Have loved Hip2Save for many years. They're a fun group and they save me a lot of money!"  
- Kellie Z.

"I am very tedious about checking and comparing prices so that I'm guaranteed the lowest price possible. I don't make any purchases without checking Hip2Save to make sure I'm getting the best deal possible thank you!"  
- Donna K.



**READ WHY  
MORE  
READERS  
LOVE US!**



**WE'RE  
UNIQUE**

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