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# **MEDIA & PLACEMENT KIT**

2026

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# Trusted by 1 in 8 Consumers At Any Given Moment

For over 15 years, Hip2Save has helped brands reach millions of loyal shoppers—right when it counts.

 **\$1.3+**  
**BILLION**

IN SHOPPER-DRIVEN OMNI-CHANNEL REVENUE

**13.2+**  
**MILLION**

SHOPPERS REACHED MONTHLY

**1 in 8**

VALUE-MINDED SHOPPERS  
TURN TO US EVERYDAY

**4.9**

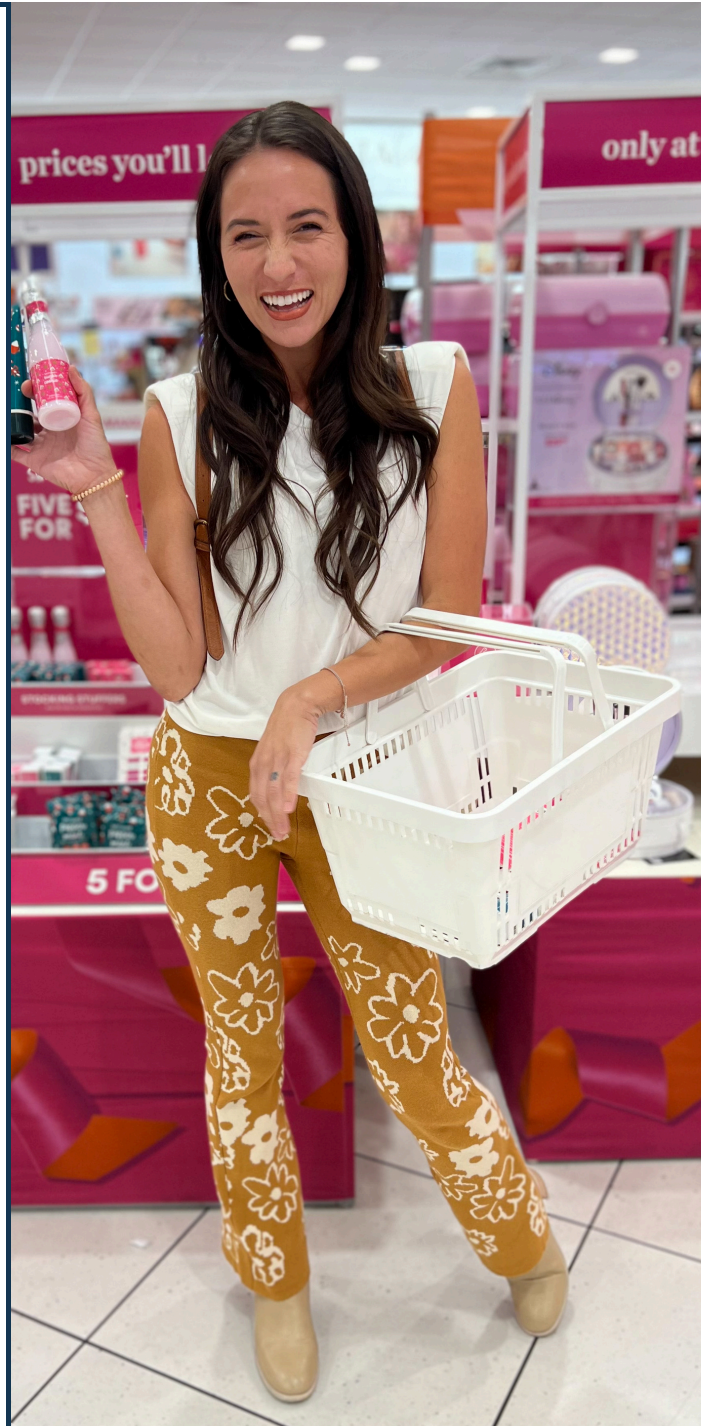


APP RATING BASED ON  
17K REVIEWS

AS  
SEEN IN



REFINERY29



# BILLIONS IN SALES. MILLIONS OF LOYAL SHOPPERS. ONE TRUSTED PARTNER.



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

100,000

PIECES OF UNIQUE  
CONTENT PUBLISHED  
ANNUALLY

3,000

SHOPPERS ACTIVELY  
ENGAGING EVERY MINUTE



4.49 MINS  
AVERAGE ENGAGEMENT  
PER SESSION

1.93  
AVERAGE PAGES VIEWED  
PER SESSION



1.6B+  
LIFETIME VIEWS  
ACROSS OUR ECOSYSTEM



12M+  
ANNUAL TIKTOK  
REACH



10.8M+  
SHOPPER SESSIONS  
EVERY MONTH



133M+  
INSTAGRAM USERS  
REACHED ANNUALLY



2.2M+  
SOCIAL  
FOLLOWERS



2.1M+  
MONTHLY  
PINTEREST REACH



251K+  
OPT-IN EMAIL  
SUBSCRIBERS



58K+  
OPT-IN TEXT  
SUBSCRIBERS



72% women  
28% men



Audience mainly between  
the ages of 25-54



91% US traffic  
9% CA/EU



79% Mobile  
19% Desktop  
2% Tablet

Shoppers don't just follow Hip2Save—they count on it. Every day, high-intent shoppers turn to us across channels: asking questions, waiting for new posts, and trusting what's recommended.

That trust makes Hip2Save a powerful partner for brands. It helps brands show up in the right moments with thoughtful strategy, authentic content, and seamless execution that fits into shoppers' everyday lives.

Our audience doesn't just scroll, they act. And that's how brands drive real sales velocity and long-term affinity where it matters most.



# BUILT ON TRUST. BACKED BY INTEGRITY. POWERED BY GRIT.

Hip2Save started with Collin Morgan, one mom on a mission to help others shop smarter with honesty and heart.

What she built was more than a destination for deals; it became a standard for value, integrity, and trust.

That commitment shaped a team that takes pride in recommending everyday products our community can truly rely on.

Today, that same mindset guides our partnerships with brands—connecting high-intent shoppers with smart, meaningful solutions they return to again and again.

Leading brands trust Hip2Save to drive real momentum.



PEPSICO

xfinity



DOLLAR GENERAL

Walmart

DUNKIN'



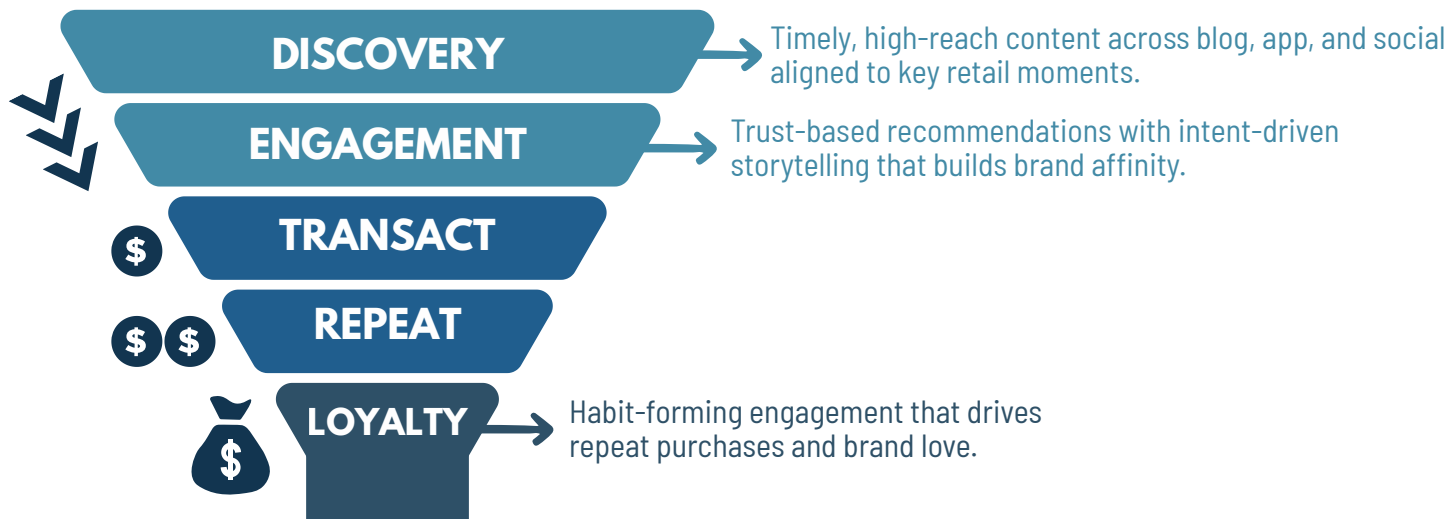
# Our Formula for Full-Funnel Impact

Strategic, cross-channel campaigns that lead shoppers directly to your content.

## Lifestyle/Editorial Post



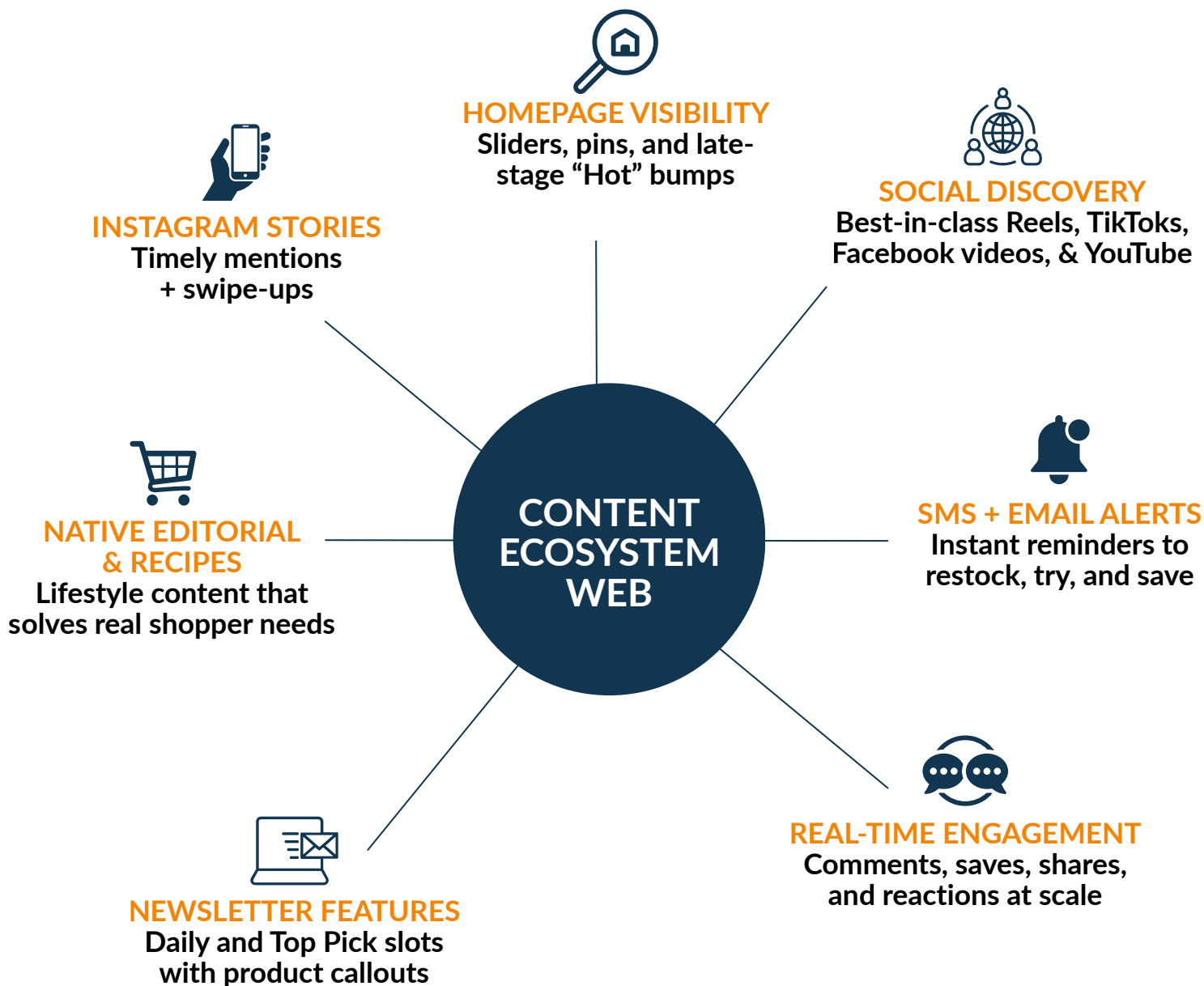
## Hip2Save Supports the Full Shopper Journey



Trust isn't just a buzzword - it's what fuels full-funnel results, across every moment that matters.

# A Full Lifestyle Ecosystem for Brands

More than a placement: our content is woven into shopper routines, driving real action



It's not just one placement—it's an ecosystem of attention and action.

# How Hip2Save Drives Meaningful Growth for 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**

# HIGH CONVERTING PLACEMENTS

## DAILY CUSTOM EDITORIALS

- ★ 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\*
- CUSTOM EDITORIALS
- 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

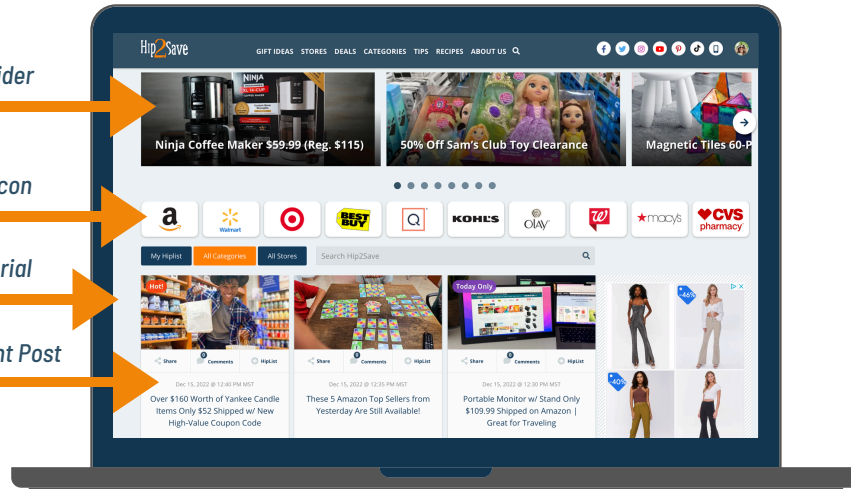
# EXAMPLES OF PLACEMENTS

\*Homepage Header Slider

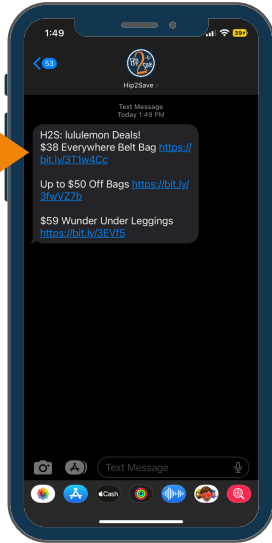
\*Homepage Hot Store Icon

\*Custom Editorial

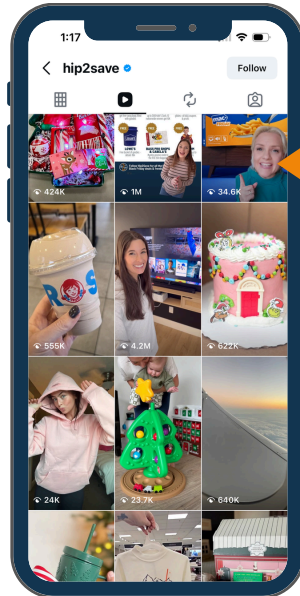
\*Last Bump Overnight Post



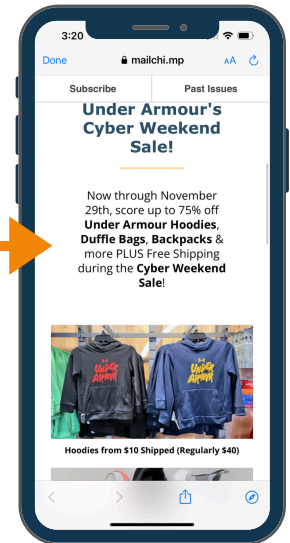
\*Hot Product Text Alert



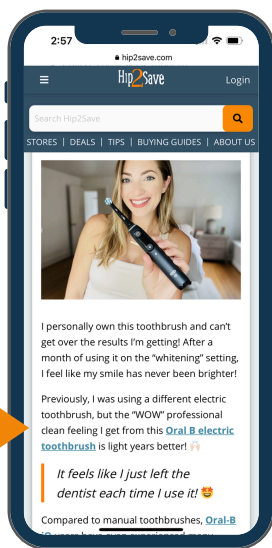
\*Instagram Reel



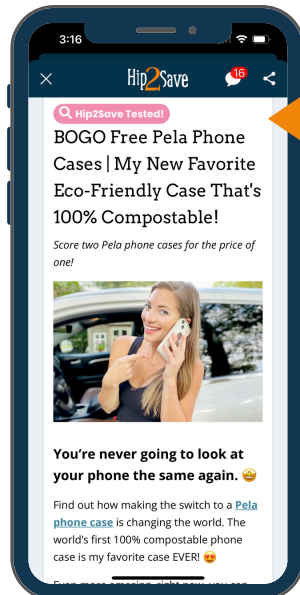
\*Targeted Solo Newsletter



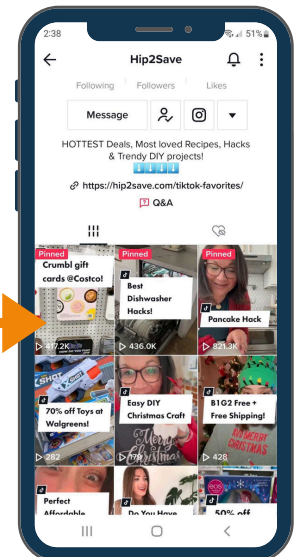
\*Hybrid Affiliate + Influencer Campaign



\*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:

3 MONTHS

15% OFF



OR

6 MONTHS

25% OFF



### TERMS & CONDITIONS:

*Unused placement inventory must be used within original timeframe.  
Commitments that run in Nov and Dec will be priced with Q4 rates.*

**VIEW OUR  
2026 CASE STUDIES**



# 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.



"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.



"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.



"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



"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.



"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.



"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



"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.



"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.



...and many more!

# DRIVE



Dec 22, 2025 @ 6:14 AM MST

Limited Edition Barilla Heart-Shaped Pasta Only \$2 Shipped on Amazon

Drive discovery and demand

# BUILD



Dec 24, 2025 @ 3:06 PM MST

Up to 80% Off Madewell Clothing + FREE Shipping | Styles from \$7.49 Shipped

Build brand affinity

# MAXIMIZE



Dec 24, 2025 @ 3:01 PM MST

AMC Movie Deal: 2 Tickets AND Popcorn Only \$16

Maximize impact by meeting shoppers in key seasonal moments



**NEW YEAR, FRESH START**



**BACK-TO-SCHOOL**



**FALL & HALLOWEEN**



**HOLIDAYS**



**RETAIL EVENTS**



**EVERYDAY MOMENTS**

**“The team at H2S has been great to work with! They always provide amazing support during our key campaigns.”**

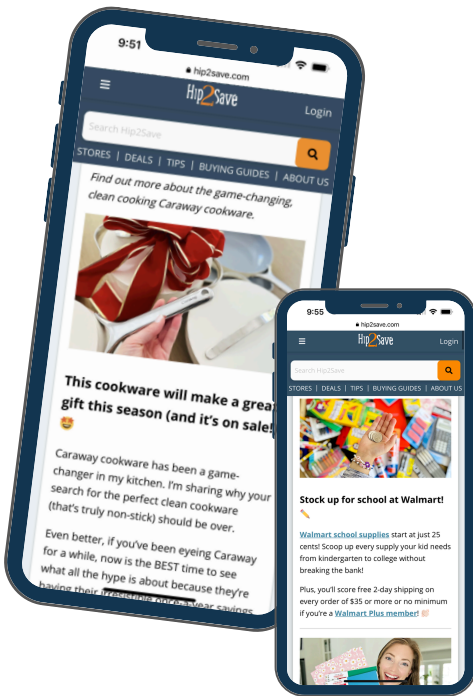
- Jason M. – Global eCommerce Director at Sam’s Club

# 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.



# Let's Turn Shopper Trust Into Your Next Brand Win

*We're not just here to partner—we're here to perform. Whether you're launching or scaling, Hip2Save is ready to move shoppers and grow your brand.*



*contact*

VIP@HIP2SAVE.COM



**We're all about  
real connection,  
let's start the  
conversation!**



WEBSITE

FACEBOOK

INSTAGRAM

TIKTOK