



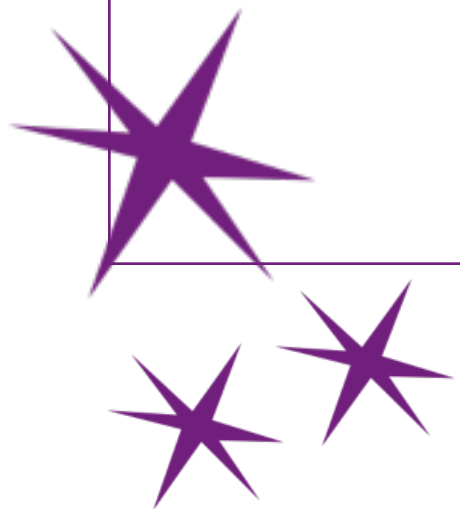
Hungry Girl

2017 MEDIA KIT

ABOUT US

What started as a daily email to friends and family has turned into a nationwide, multimedia phenomenon!

Nearly 3 million devoted fans eagerly await Hungry Girl's recipes, food finds, and tips & tricks daily.



Lisa Lillien, Founder



WHO'S HUNGRY?!

DEMO

Our fans and followers are primarily women ages 25 - 54 who are interested in healthy food products, recipes, food news, and real-world diet survival strategies.



EMAIL

- 1.1 million **DAILY** subscribers
- 32% open rate (**DOUBLE** industry standard)



SOCIAL

- Facebook: 1.5 million followers
- Twitter: 185K followers
- Pinterest: 176K followers
- Instagram: 120K followers



WEBSITE

- 650K monthly unique visitors
- 2 million monthly page views



The background of the slide features a close-up, top-down view of several chocolate chip cookies. The cookies are dark brown, have a cracked surface, and are studded with numerous semi-sweet chocolate chips. Interspersed among the cookies are several fresh raspberries, which are a vibrant red color. The entire scene is set against a plain white background.

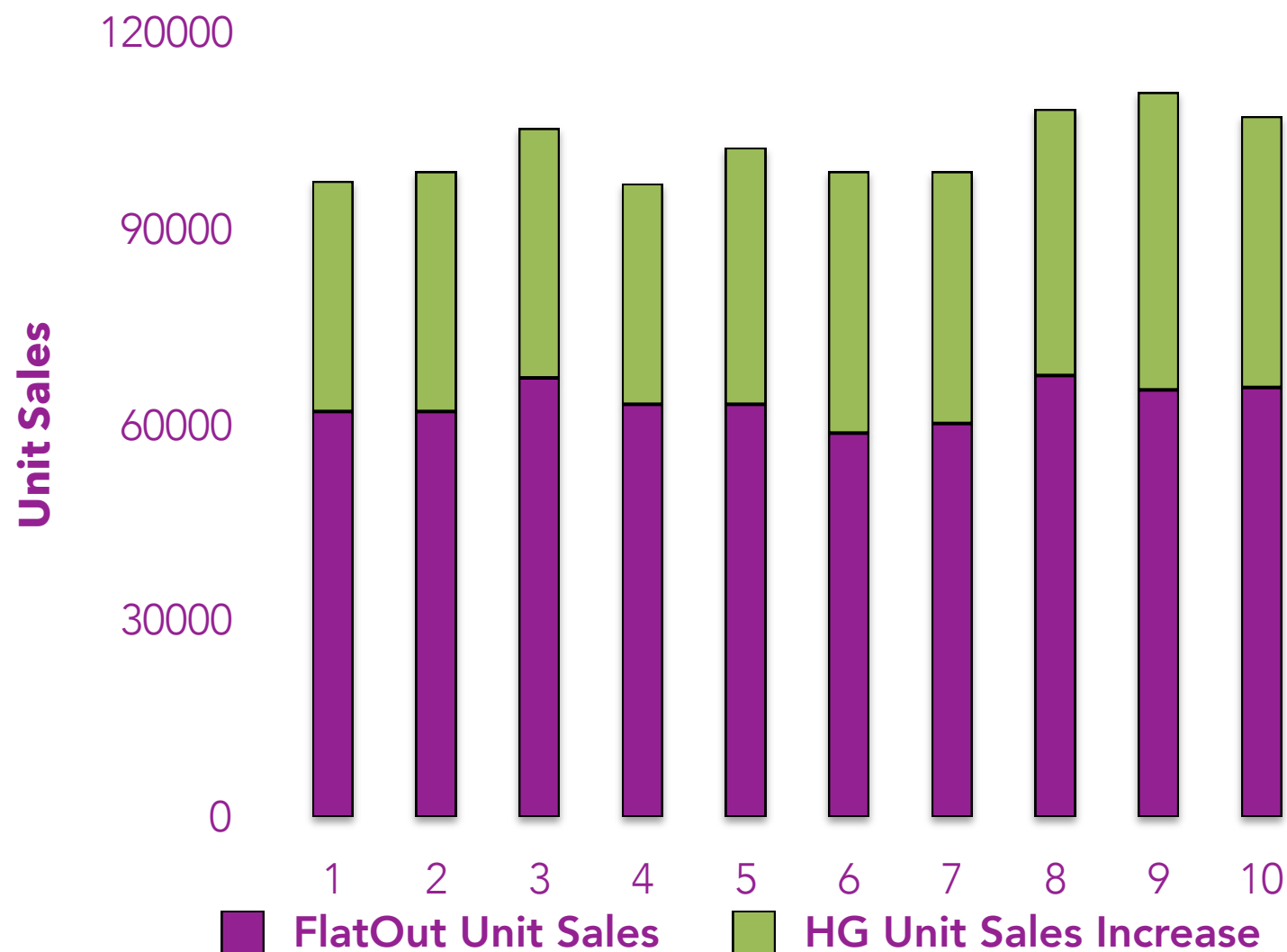
WORKING WITH BRANDS

Lisa is known for her authenticity and trustworthy advice. When she speaks, her massive, highly engaged fan base **TAKES ACTION.**

Whether you're looking for social media amplification, dedicated email marketing, native advertising, or branded video content, the Hungry Girl team will work with you from ideation to execution to ensure your brand's message is delivered in Lisa's trusted voice across all Hungry Girl's platforms.

HUNGRY GIRL DELIVERS

Hungry Girl and Flatout partnered to promote their Flatout Hungry Girl Foldits. Through social media amplification across Hungry Girl's channels and promotion in the Hungry Girl newsletter, the campaign generated over 1.2 million social impressions, 250K+ Facebook Live views, and over **1,200 shares**. Hungry Girl helped Flatout **increase unit sales by 40%+ over a 10 week campaign period.**



Flatout

FLATBREAD

CASE STUDY



the
Wonderful
company™

REDBOOK



CHOBANI
GREEK YOGURT



People



Nestlé



Hungry Girl has **12** bestselling books, six of which debuted at #1 on the *New York Times* Best Sellers list! Her twelfth book, *Clean & Hungry OBSESSED!*, was released in September of 2017 and became an instant #1 Amazon Best Seller.



"You're the Oprah
of packaged foods!"

— Rachael Ray



WORD ON THE STREET



"Hungry Girl speaks with an authentic, real consumer voice, and that's one reason she's been able to capture the attention of so many highly engaged readers. Lisa has found a niche as one of the first real consumer voices to reach such a large number of influential consumers, in both her daily emails and with her mainstream media presence. Her readers listen to her and buy products." — General Mills

"She knows exactly what her audience likes," said Yoko Difrancia, marketing manager for House Foods America, maker of tofu shirataki noodles. Hungry Girl catapulted the noodles to fame, calling them "life changing" and "amazing" because "you can eat the ENTIRE PACKAGE!" In the last four years, United States sales have more than doubled, Ms. Difrancia said. — House Foods America, New York Times



EDITORIAL CALENDAR

MONTH	THEME	SAMPLE TOPICS
August 2017	Lisa's Favorites	Lisa's New Exercise Obsession, 1-Click Wonders
September 2017	Back on Track	Secrets from a Personal Trainer, Best Back-on-Track Tips
October 2017	Family Favorites	Weeknight Mega Meals, 6 Food Finds You AND Your Kids Will Love
November 2017	Crazy for Comfort Food	Casserole Do-Overs, 5 Finds for DIY Comfort Food
December 2017	Hungry Holidays!	6 Tricks for Surviving the Holidays, Holiday Gift Guide
January 2018	Small Changes, Big Results	Healthy New Year, 6 Calorie-Saving Swaps for 2018
February 2018	Share the Love	Date-Night Dinners, Girls' Night In
March 2018	Easy Does It!	5-Ingredient Meals, 6 Gadgets to Make Your Life Easier
April 2018	Everyday Essentials	Pantry Makeover, 8 Must-Haves for a Healthy Kitchen
May 2018	Now Trending...	Diet Trends Worth Following, 8 Red-Hot New Food Finds
June 2018	Save Cash and Calories	6 Ways to Slash Your Grocery Bill, Dinners Under \$20
July 2018	The Need for Speed	10-Minute Breakfasts, Time-Saving Food Finds

A top-down photograph of several light green, rectangular popsicles with a ribbed texture, arranged on a white ceramic tray. The tray is placed on a light-colored wooden surface. A few fresh green mint leaves are scattered around the popsicles. A central text box is overlaid on the image.

CONTACT US

Excited to work together?

So are we! For a
customized proposal,
please contact
media@hungry-girl.com