



Hungry Girl

2020 MEDIA KIT

ABOUT US

Lisa Lillien (a.k.a. Hungry Girl) is the creator of the Hungry Girl brand and a 13-time bestselling author.

What started as a daily email (hungry-girl.com) has turned into a nationwide multi-media phenomenon that entertains and informs hungry people everywhere!

A self-proclaimed “mad scientist” in the kitchen, Lisa dishes out healthy recipes, smart supermarket finds, and real-world tips and tricks in a fun, relatable voice to nearly 3 million devoted fans each weekday.



Lisa Lillien,
Founder

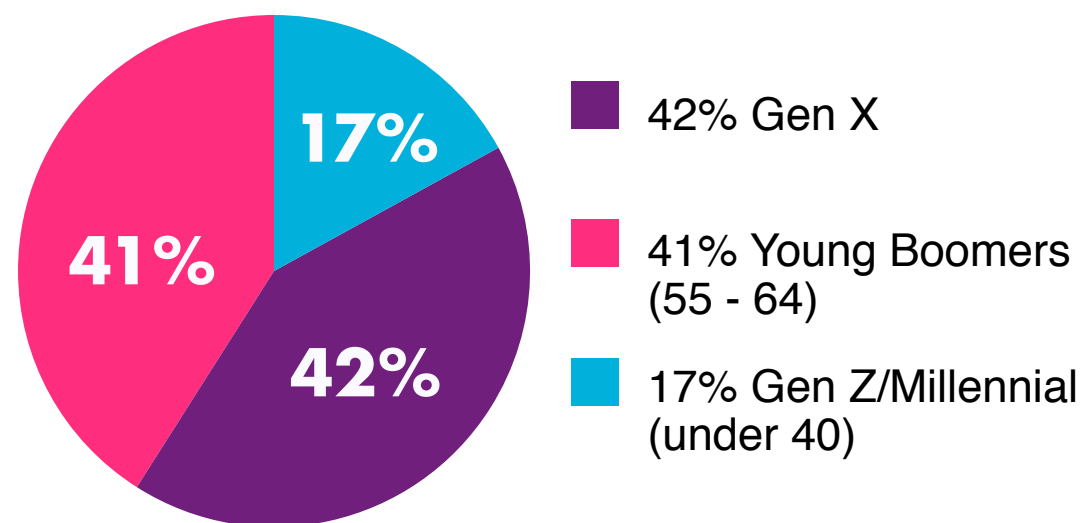


WHO'S HUNGRY?

Millions of fans regularly await Hungry Girl's recipes, food finds, and tips and tricks...

DEMO

Our fans are primarily women interested in better-for-you foods & smart lifestyle strategies.



*based on 14,000 survey respondents aged 18 - 64.

EMAIL

1 million+ daily email subscribers

SOCIAL



1.5 million



230K



215K

WEBSITE

650K monthly unique visitors

2 million monthly page views

MAGAZINE

325K copies at retailers nationwide: Walmart, Kroger, Barnes & Noble and more

COOKBOOKS

13 bestselling books at retailers nationwide.

PODCAST

2 million+ listens since Spring 2018 launch

HUNGRY GIRL: A BRAND POWERHOUSE



Harness the power of **Hungry Girl media** to expand your reach and extend your message to **our massive audience of engaged consumers and influencers.**

Our audience looks to Hungry Girl to learn about **save-worthy recipes, smart-eating tips, and new products and brands for a healthier lifestyle.**

HUNGRY GIRL MEDIA

Leveraging the strong relationship with our influential audience, Hungry Girl will deliver your brand message where it matters.

- 1 Our free daily emails are at the core of the Hungry Girl universe.** They entertain and inform a massive and engaged audience. We provide custom native opportunities that stay true to your brand within our trusted content, reaching over 1 million Hungry Girl fans!

★ SPONSOR SPECIAL ★

Brought to you by [Green Giant](#).

Our jolly pals at Green Giant have outdone themselves with **these new CAULIFLOWER PIZZA CRUSTS!** We've got all the must-know info, plus recipe ideas and the 411 on how YOU can win a pizza party's worth of FREE product coupons...

Green Giant Cauliflower Pizza Crusts

1/4 crust: 80 calories, 1g total fat (0g sat fat), 180mg sodium, 16g carbs, 2g fiber, 2g sugars, 2g protein -- [SmartPoints®](#) value 2*

50% Fewer Calories Than Regular Pizza Crust - We still can't get over the super-low calorie count of these DELICIOUSLY crispy crusts: You get a full quarter of each family-sized crust for well under 100 calories! A healthy pizza fix is just a few toppings away...



- 2 Our social media is the perfect way to amplify your newsletter presence.** We offer branded content opportunities (video and more) that inspire sharing and provides you with unparalleled access to your target audience, 2 million+ followers!

HUNGRY GIRL MEDIA

- 3** **Hungry Girl's Chew the Right Thing! podcast offers an exciting way to reach our fans.** Our podcast has received over 2 million all-time listens since our 2018 launch and is frequently the #1 podcast on iTunes within the food category. A feature on our podcast – delivered by Lisa herself – is a great way to highlight your brand.



Hungry Girl
CHEW
THE RIGHT THING!



The Supermarket Haul Episode
(August '19 Edition!)

Hungry Girl: Chew the Right Thing!



- 4** **Hungry Girl magazine is a hit!** In partnership with Meredith, Hungry Girl magazine is available at major retailers nationwide. We offer a multitude of ways to advertise, from full-page ads to inclusion in our special coupon section.

ON THE ROAD WITH HUNGRY GIRL!

Hungry Girl is hitting the road with our very own food truck!

With events at over 400 Walmart and Stop & Shop locations, we're sharing delicious samples and valuable coupons from our partners!

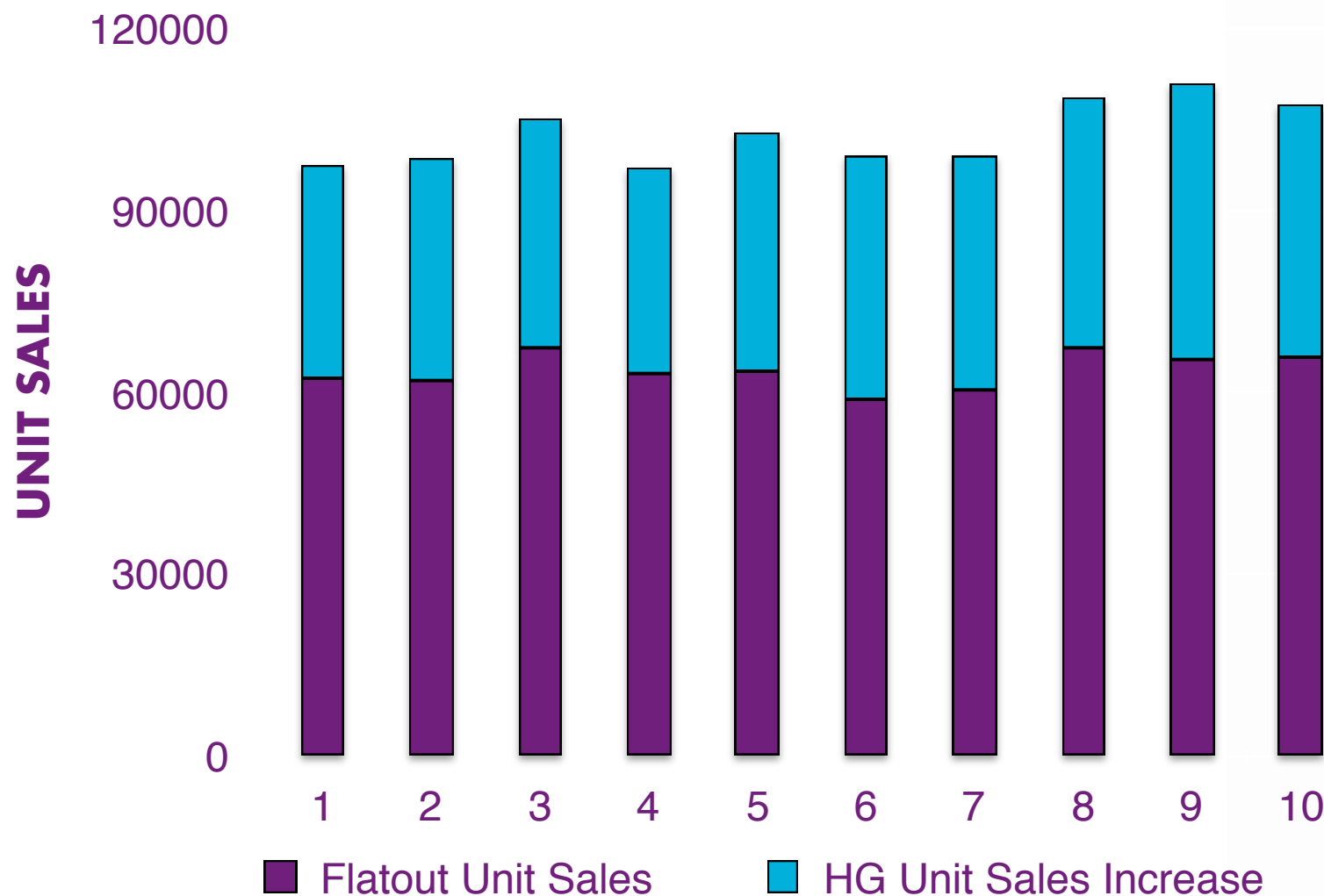


HUNGRY GIRL DELIVERS



Through social media amplification across Hungry Girl's channels and promotion in the Hungry Girl newsletter, this Flatout campaign generated over **1.2 million social impressions, 718K email opens, a reach of 600K+ on Facebook Live, and over 1,200 shares.**

Hungry Girl helped Flatout **increase unit sales by 40%+ over a 10-week campaign period.**



HUNGRY GIRL: IN GOOD COMPANY



FANS ARE OBSESSED!



Hungry Girl has 13 best-selling books, six of which debuted at #1 on the New York Times Best Sellers list! Her thirteenth book, *Hungry Girl Simply 6*, was released in March of 2019 and became an instant fan favorite and bestseller.

Lisa reaches millions more with content on People.com and recurring appearances on television shows like *Good Morning America*, *The View*, and *The Dr. Oz Show*.





"Every time we run a Hungry Girl campaign, we see a big spike in visits to our site and, most importantly, coupon downloads. **Hungry Girl absolutely drives trial of our products and is a key piece of our marketing initiatives.**"

— Green Giant

"She knows exactly what her audience likes," said Yoko Diffrancia, marketing manager for House Foods, maker of tofu shirataki noodles. Hungry Girl catapulted the noodles to fame. In the last four years, United States sales have more than doubled.

— House Foods America, New York Times

WORD ON THE STREET

"Hungry Girl speaks with an authentic, real consumer voice, and that's one reason she's able to capture the attention of so many highly engaged readers. **Her readers listen to her and buy products."**

— General Mills



“WOW. My head is spinning from the traffic & conversion today’s feature delivered! The lift to the business is hands down the greatest the brand has ever seen—and we have been on the pages of Oprah, Men’s Health, People StyleWatch, PopSugar, etc. NOTHING drove conversion like Hungry Girl.”

— Erika E. Szychowski, Founder, Good Zebra



WORD ON THE STREET



“You're the Oprah of packaged foods!”

— Rachael Ray



EDITORIAL CALENDAR

2020

January	New Year, YOU Year Better-for-you swaps, make-ahead meals and grocery 101
February	Lifestyle Hacks & Healthy Habits Meal prep, grab & go snacks, and new staples
March	All Things Easy Time savers, kitchen tricks, and simple recipes
April	It's a Spring Thing Everyday essentials, Easter and Passover celebrations
May	Snack on Track Helpful hunger busters, plus Mother's Day must-haves
June	Hungry Girl on the Go Travel tips, grab & go food fixes

July	Girl on Grill Outdoor entertaining, warm-weather staples
August	Prime Summertime Cool sweets, treats & family eats
September	Back to School: Hungry Girl 101 Pack & go meals and snacks, healthy routines for fall
October	Comfort Food & Healthy Halloween Hearty meals, better-for-you sweets
November	Family Feasts Easy entertaining, foods the whole family will love
December	Healthy Holidays Seasonal standouts, smart shortcuts, hosting hacks

RATES

All partnerships begin with newsletter sponsorship. Custom packages with discounted rates are available.

PLATFORM	CREATIVE	RATE
Email Newsletter Sponsorship	★ Sponsor Spotlight: Custom image & native copy, 25-30% share of voice. Click for example.	\$20,000
	★ Deluxe Sponsor Spotlight: Custom image and native copy, plus top banner and email intro copy, 40-50% share of voice. Click for example.	\$35,000
	★ Dedicated Sponsored Email: Custom images & native copy, 100% share of voice. Click for example.	\$60,000
Sponsored Video + Social Add-On	Branded Video with Custom Creatives We offer multiple video styles — from fully produced recipe videos to up close & personal reviews with Lisa — that are perfect for amplification on our social media channels.	Starting at \$15,000
Custom Recipe Add-On	Branded Recipe Development with custom photo and landing page, which can drive to your product page, feature coupons, and more.	\$7,500
Social Media Add-Ons	★ Facebook Post + Instagram Post	\$7,500
	★ Facebook Live Stream (<i>available with minimum spends of \$50K</i>)	\$15,000
Hungry Girl Magazine	Click here for full media kit.	Starting at \$15,000
Hungry Girl Podcast	★ Custom features developed with each partner in mind	Please Inquire
Experiential Marketing	★ Book Tour Sampling ★ Media Appearances ★ Live Events ★ Research & Insights ★ Licensing ★ Brand Endorsement	Please Inquire

Hungry Girl maintains the highest level of integrity on all products and services featured in our newsletter and on our social platforms. All campaigns are contingent upon Hungry Girl's approval. All advertiser programs begin at \$20,000 minimum spend.

CONTACT US

HUNGRY GIRL'S custom and high impact advertising solutions will get your brand in front of our nearly 3 million passionate fans.

Lisa is known for her authenticity and trustworthy advice. When she speaks, her massive, highly-engaged fan base takes action.

For more information contact

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or

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