



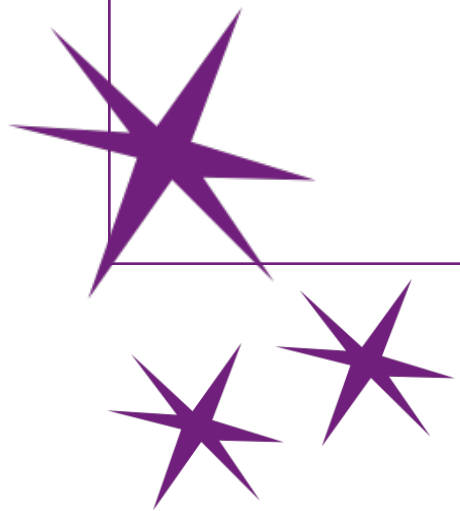
Hungry Girl

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 several chocolate chip cookies with a cracked, golden-brown surface, topped with dark chocolate chips. Interspersed among the cookies are several fresh, vibrant red raspberries. The entire scene is set against a plain white background.

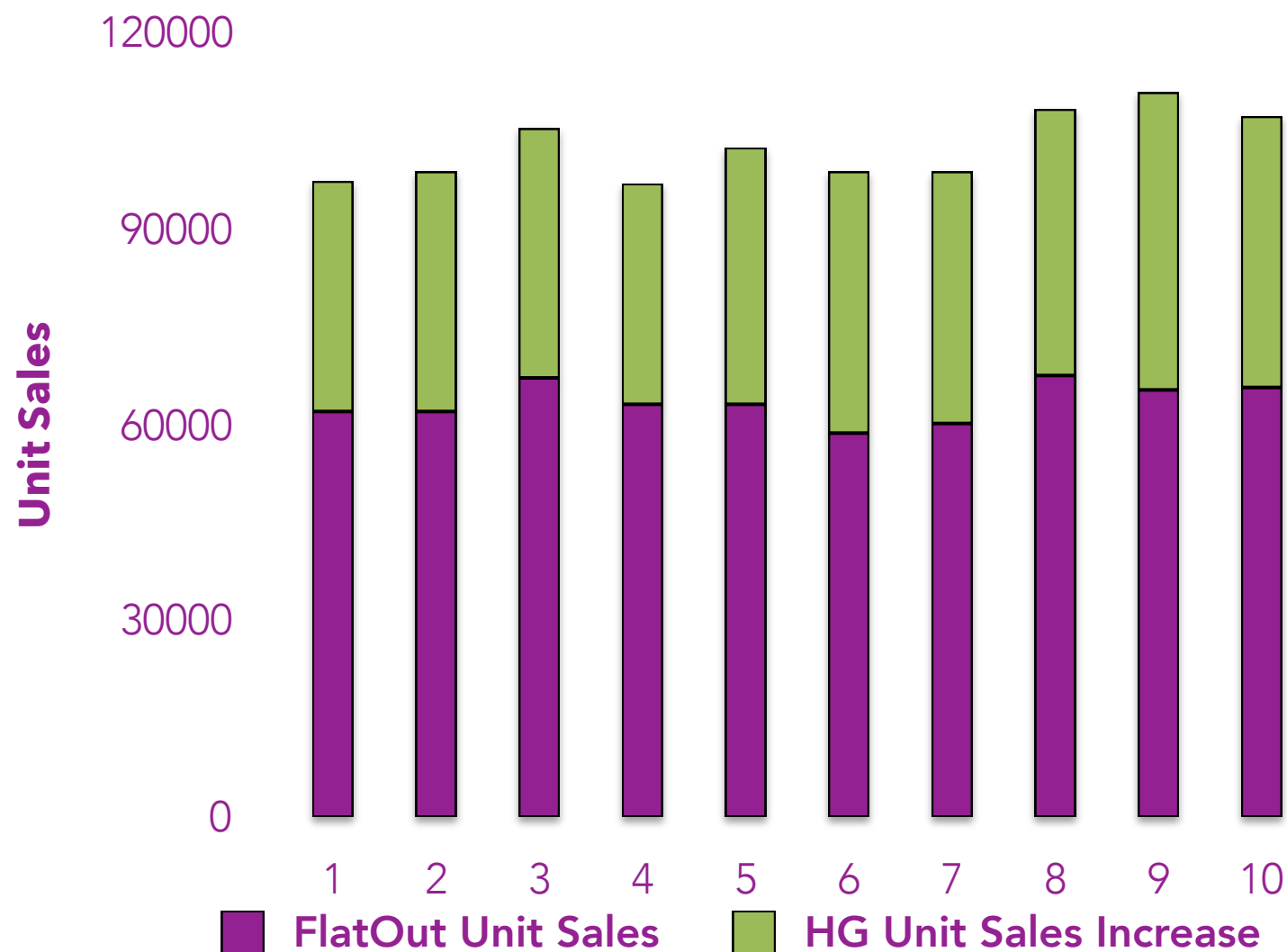
WORKING WITH BRANDS

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

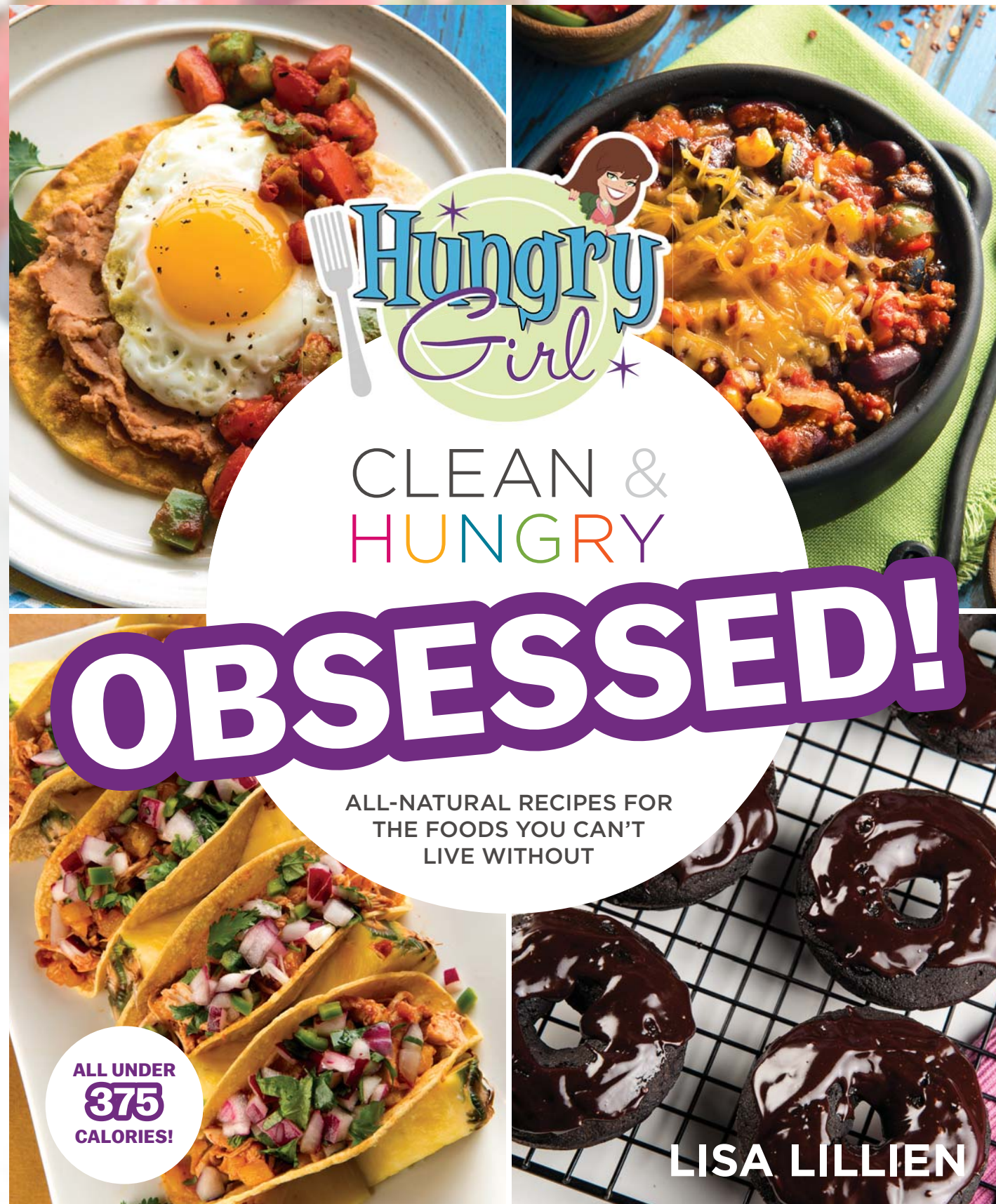


People



Nestlé





CLEAN &
HUNGRY

OBSESSED!

ALL-NATURAL RECIPES FOR
THE FOODS YOU CAN'T
LIVE WITHOUT

ALL UNDER
375
CALORIES!

LISA LILLIEN

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 Diffrancia, 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. Diffrancia 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 |

OFFERINGS

| PLATFORM | CREATIVE |
|--|--|
| Email Newsletter Sponsorship | <ul style="list-style-type: none">• Sponsor Spotlight: Includes art and custom copy, up to 30% share of voice.• "Lisa Loves It": Includes more substantial art and custom copy, up to 50% share of voice.• Dedicated Sponsored Email: Custom creative and copy, 100% share of voice. |
| Sponsored Video + Social Media Amplification | Sponsored Video Post with Custom Creatives promoted across Hungry Girl's Social Media channels. |
| Sponsored Post + Social Media Amplification | Sponsored Site Post with Custom Creatives promoted across Hungry Girl's Social Media channels. |
| Custom Recipe Development | Branded Recipe Development and use of Hungry Girl created content (with HG approval). |
| Social Media Add Ons | <ul style="list-style-type: none">• Instagram Post• Instagram Live Story• Facebook Post• Facebook or Twitter "Party"• Custom Pinterest Board• Facebook Live Stream |
| Experiential Marketing | <ul style="list-style-type: none">• Book Tour Sampling• Media Appearances• Live Events• Licensing• Brand Endorsement |



Examples at hungry-girl.com/advertising. Rates available on request.

A top-down photograph of several light green, rectangular popsicles with wooden sticks, arranged on a white ceramic plate. 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