



# Hungry Girl

**2018 MEDIA KIT**

# ABOUT US

**Lisa Lillien (a.k.a. Hungry Girl)** is the creator of the Hungry Girl brand and a 12-time bestselling author.

What started as a daily email ([hungry-girl.com](http://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 & tricks in a fun, relatable voice to nearly 3 million devoted fans each weekday.



**Lisa Lillien,**  
Founder



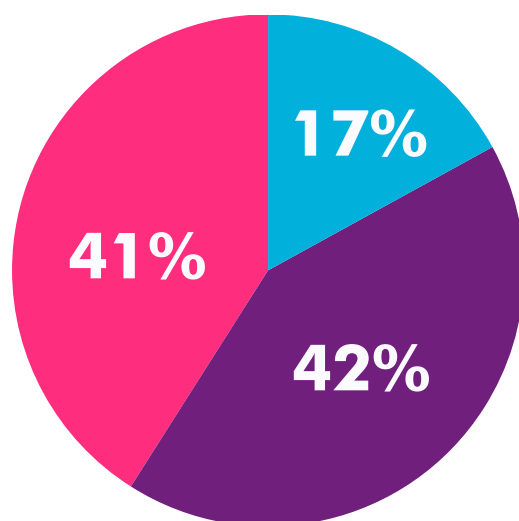


# WHO'S HUNGRY?

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

## DEMO

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



■ 42% Gen X (40 - 54)

■ 41% Young Boomers (55 - 64)

■ 17% Gen Z/Millennials (under 40)

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

## EMAIL

**1.1 million**  
daily subscribers

**34% open rate**  
(DOUBLE industry standard)

## SOCIAL



**1.5 million**



**184K**



**187K**



**133K**

## WEBSITE

**650K**  
monthly unique visitors

**2 million**  
monthly page views

## MAGAZINE

**225K copies at retailers nationwide:**  
Walmart, Kroger, Barnes & Noble and more



# 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 & 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 daily emails entertain and inform.** We provide custom native opportunities that stay true to your brand within our trusted content.

**2 When coupled with our social media,** we inspire sharing and offer branded video content that provides unparalleled access to your target audience.

**3 New in 2018 is Hungry Girl magazine!** In partnership with Meredith, Hungry Girl magazine is available at major retailers nationwide!

## Spotted on Shelves...



### Special K Nourish Berries & Peaches with Probiotics Cereal

1 cup: 160 calories, 2g total fat (1.5g sat fat), 210mg sodium, 36g carbs, 3g fiber, 13g sugars, 3g protein -- [SmartPoints®](#) value 7\*

This new cereal features yummy yogurty pieces packed with live and active probiotic cultures! It also has peach-flavored flakes and real dried berries. Bonus: It's one of the few ways you can get your probiotic food fix without refrigeration. Look for it in the cereal aisle!



Hungry Girl with Enlightened.

Published by Gina Muscato (7) • September 18, 2017 • Paid • @

FREE ICE CREAM! I love Enlightened ice cream so much that I wanted to make sure YOU have the chance to try it. That's why my BFFs over there are giving it away to HG fans!! SO COOL! It's my absolute favorite high-protein, low-calorie frozen treat. Check out these amazing flavors -- Brownies & Cookie Dough, Cold Brew Coffee, Snickerdoodle, Strawberry Cheesecake & soooo many more! It's chock full of tasty mix-ins & flavorful swirls... and it's so creamy! Here's how to get your free pint! -> <http://bit.ly/2xL34k>

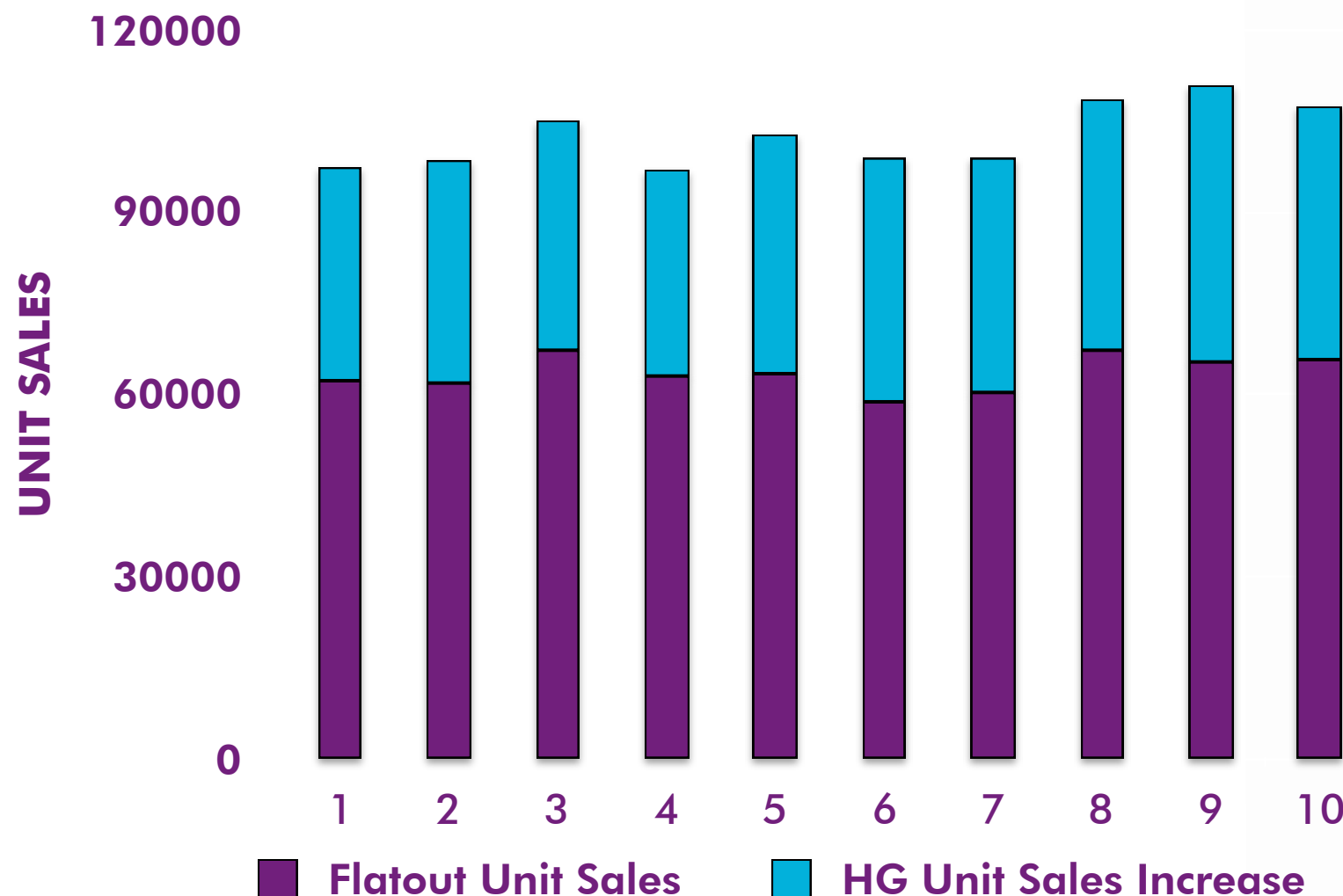


# HUNGRY GIRL DELIVERS



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 12 best-selling 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.

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







**"She knows exactly what her audience likes,"** said Yoko Difrancia, 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

**"You're the Oprah of packaged foods!"**

— Rachael Ray

**"Hungry Girl's feature on GemWraps more than doubled our Amazon sales."**

— New Gem Foods

**"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

# EDITORIAL CALENDAR

## 2018

<b>January</b>	<b>Small Changes, Big Results</b> Smart substitutions, healthy habits, lifestyle hacks
<b>February</b>	<b>Game On!/Save Cash &amp; Calories</b> Game-day treats, better-for-you swaps, budget-friendly finds
<b>March</b>	<b>Easy Does It!</b> Time savers, simple meal staples, cooking for convenience
<b>April</b>	<b>Everyday Essentials/ Spring Celebrations</b> Supermarket must-haves, kitchen basics, Easter & Passover
<b>May</b>	<b>Snack Attack/Eat the Rainbow</b> On-the-go food finds, hunger busters, Mother's Day, colorful foods
<b>June</b>	<b>Rise &amp; Dine/Travel Time</b> Breakfast basics, morning must-haves, travel snacks & tips

<b>July</b>	<b>BBQ the Right Thing</b> Grilling goodies, summer entertaining, super side dishes
<b>August</b>	<b>Summertime Treats</b> Freezer finds, sweet eats, childhood favorites
<b>September</b>	<b>Back on Track</b> Lunchtime staples, pack 'n go snacks, smart finds for busy people
<b>October</b>	<b>Fall Favorites</b> Comfort food, Halloween treats, healthy & hearty
<b>November</b>	<b>Family Feasts</b> Easy entertaining, foods the whole family will love
<b>December</b>	<b>Healthy Holidays</b> Seasonal standouts, smart shortcuts, hosting hacks



# RATES

PLATFORM	CREATIVE	RATE
Email Newsletter Sponsorship	<ul style="list-style-type: none"> <li>★ <b>Sponsor Spotlight:</b> Includes art and custom copy, up to 30% share of voice.</li> <li>★ <b>Deluxe Sponsor Spotlight:</b> Includes banner, email intro copy, art and custom copy, up to 50% share of voice.</li> <li>★ <b>Dedicated Sponsored Email:</b> Custom creative and copy, 100% share of voice.</li> </ul>	Starting at \$20,000
Sponsored Video Add-On	<b>Branded Video with Custom Creatives</b> We offer multiple video styles that are perfect for social media amplification.	Starting at \$17,500
Custom Recipe Add-On	<b>Branded Recipe Development</b> with custom photo and landing page, which can drive to your product page, feature coupons, and more.	Starting at \$10,000
Social Media Add-Ons	<ul style="list-style-type: none"> <li>★ <b>Facebook Post</b></li> <li>★ <b>Facebook Chat</b></li> <li>★ <b>Facebook Live Stream</b></li> </ul> Additional platforms available	Starting at \$7,500
Hungry Girl Magazine	<a href="#"><u>Click for full media kit.</u></a>	Starting at \$15,000
Experiential Marketing	<ul style="list-style-type: none"> <li>★ <b>Book Tour Sampling</b></li> <li>★ <b>Media Appearances</b></li> <li>★ <b>Live Events</b></li> <li>★ <b>Licensing</b></li> <li>★ <b>Brand Endorsement</b></li> </ul>	Please Inquire

Hungry Girl maintains the highest level of integrity on all products and services featured on our site, newsletter and social platforms. All campaigns are contingent upon Hungry Girl's approval. All advertiser programs begin at \$15,000 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**

**[peggy@hungry-girl.com](mailto:peggy@hungry-girl.com)**

**or**

**[media@hungry-girl.com](mailto:media@hungry-girl.com)**

