



Hungry Girl

2019 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

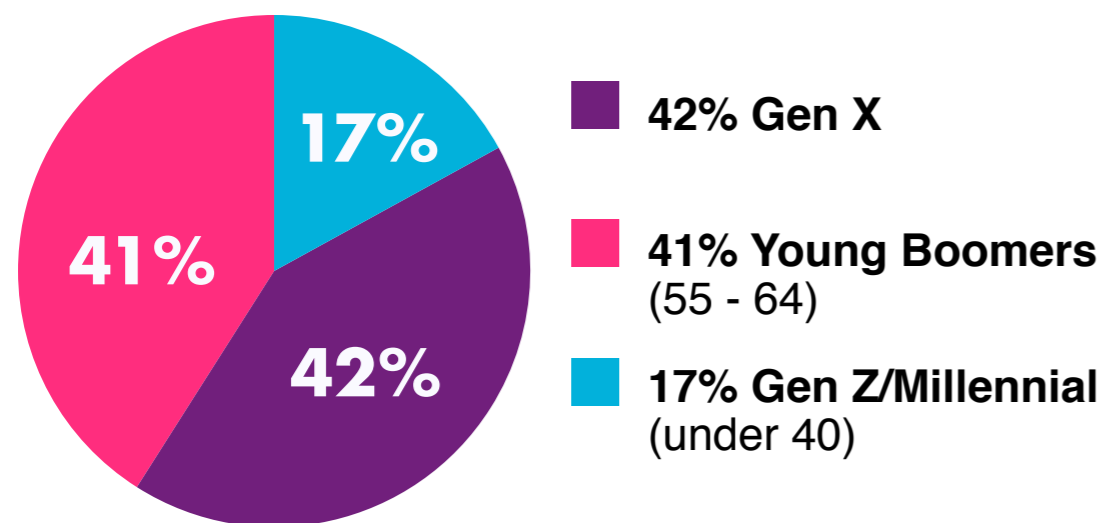


WHO'S HUNGRY?

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.

COOKBOOKS

13 bestselling books at retailers nationwide.

EMAIL

1 million+
daily email
subscribers

WEBSITE

650K
monthly unique
visitors

2 million
monthly page
views

SOCIAL



1.5 million



213K



175K

MAGAZINE

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

PODCAST

Over 900,000 all-time listens

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 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.

4 Also new: the Hungry Girl podcast! *Chew the Right Thing* offers an exciting new way to reach fans.

1 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!

Join Lisa TOMORROW for a Facebook Live with Surprise Guests!

Hop on over to [the Hungry Girl Facebook page](#) TOMORROW (Wednesday, 10/24) at 3:30pm PT/6:30pm ET for an HG & GG pizza party! Tune in LIVE for...

- ★ Taste tests & recipe demos!
- ★ Pizza trivia with pizza prizes!
- ★ Q&A with Lisa!
- ★ Two very special guests at Hungryland!


A whopping 25 FANS will each win coupons for FOUR FREE PIZZA CRUSTS! Mark your calendar, and BE THERE.



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Hungry Girl with Enlightened.
Published by Gina Muscato · September 19, 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/2xIL34k>

Hungry Girl with Home Chef.
Paid Partnership ·

Home Chef meals are giving me ALL the fall feels! I love that they're easy to make, easy to customize, and budget friendly. Plus, 18 weekly options, including reduced carb & calorie picks! Get \$35 OFF your 1st Home Chef order w/ the HUNGRYGIRL coupon code. (Ends 10/23/18.) -> <http://bit.ly/2D5kf6W>



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EVERYDAY INGREDIENTS | QUICK & EASY MEALS **60+ SKINNY RECIPES**

Hungry Girl

FAST & HEALTHY ONE-PAN DINNERS
UNDER 350 CALORIES!

DELICIOUS 3-INGREDIENT DESSERTS

MEAL PREP MADE EASY!
12 MIX & MATCH RECIPES

Lisa Lillien aka Hungry Girl

Love the Weekly SUCCESS STORY SECRETS!



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Hungry Girl

CHEW THE RIGHT THING!

ON THE ROAD WITH HUNGRY GIRL!

Hungry Girl is hitting the road in 2019 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!

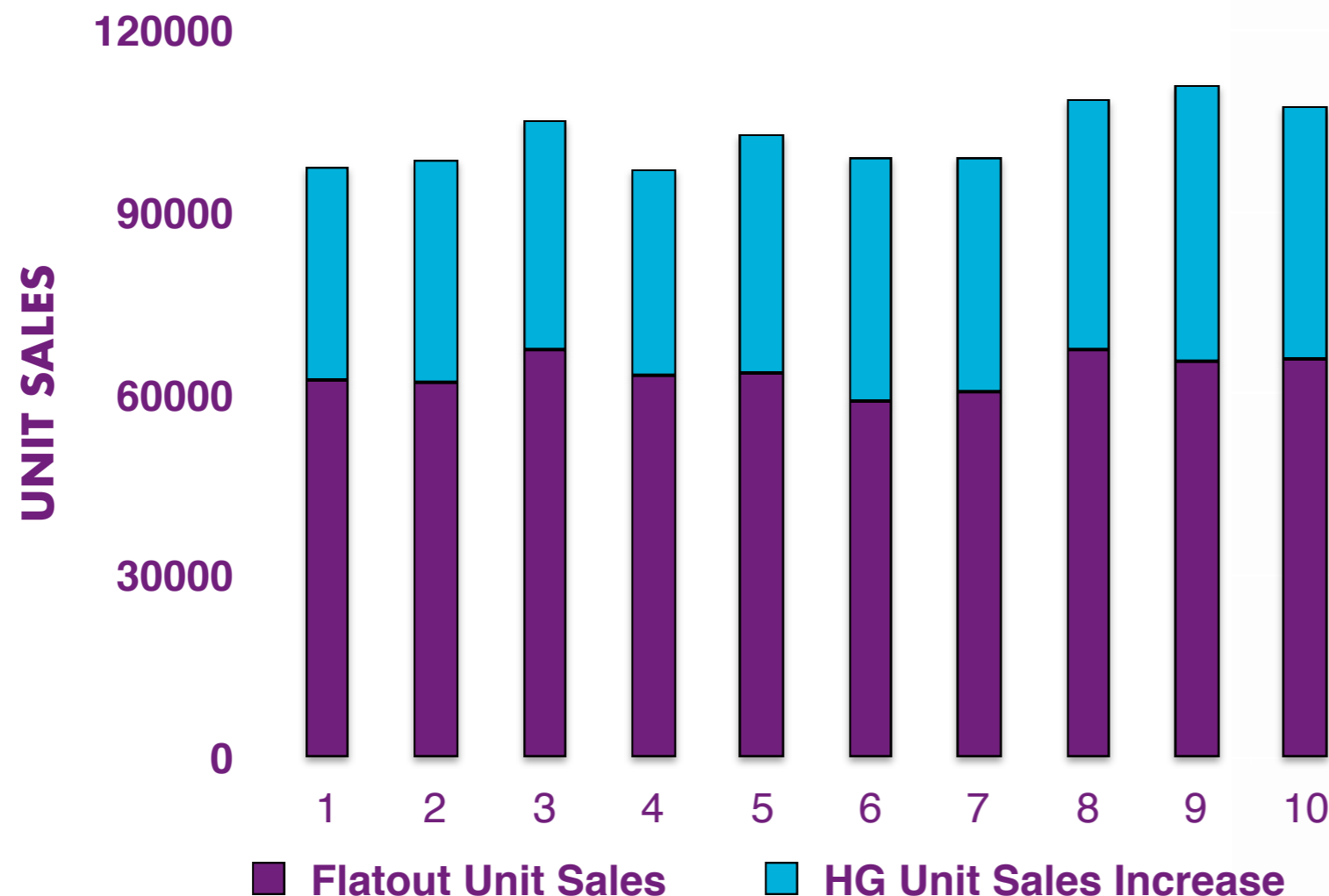


HUNGRY GIRL DELIVERS



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 weekly content on People.com and recurring appearances on TV shows like *Good Morning America*, *TODAY*, and *The Dr. Oz Show*.



People





"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

2019

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 that are perfect for amplification on our social media channels.	Starting at \$17,500
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 for full media kit.	Starting at \$15,000
Hungry Girl Podcast	★ Custom features developed with each partner in mind	Please Inquire
Experiential Marketing	<div> ★ Book Tour Sampling ★ Media Appearances ★ Live Events </div> <div> ★ Research & Insights ★ Licensing ★ Brand Endorsement </div>	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 \$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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