



2026 MEDIA KIT

A Trusted Voice.

Proven Performance.

An audience of 3 million+
purchase-ready consumers.

A Brand Powerhouse That Drives Real Results

Lisa Lillien is the creator of Hungry Girl and a 16-time bestselling author. What began as a daily email has grown into a nationwide, multi-platform media brand with more than 3 million highly engaged consumers.

Our audience turns to us every day for better-for-you food finds, lifestyle products, recipes and shopping recommendations they trust—and act on.

With an authentic, founder-led endorsement, brands are featured across Hungry Girl's daily email, social platforms, podcast, and Amazon Live—creating a clear, proven path from discovery to purchase.

DISCOVERY > TRUST > PURCHASE



Hungry Girl is one of the most trusted voices influencing how consumers discover and shop for new products in the healthier lifestyle space—driving meaningful trial, repeat purchase, and long-term brand loyalty.



Lisa Lillien,
Founder

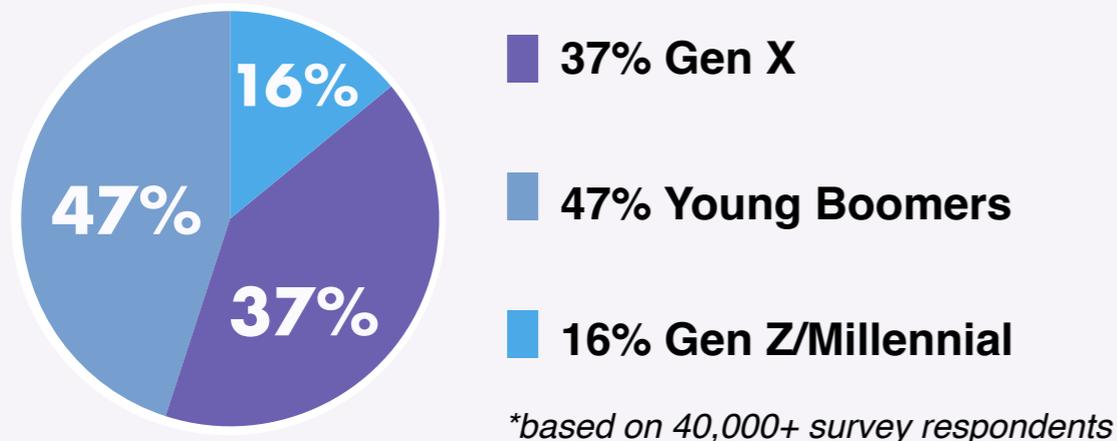
Why Hungry Girl?

When Lisa recommends a product, our audience listens, clicks & buys!



DEMOGRAPHIC

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



AUDIENCE INSIGHTS

- Trust-driven shoppers who act on Lisa's recommendations as a shortcut to smarter, healthier choices
- Loyal buyers who return for products that deliver on taste, satisfaction, and better-for-you nutrition
- Motivated by convenience – simple swaps and products that make healthy living easier
- Strong engagement with limited-time offers, exclusives, and promotions

Hungry Girl readers don't just browse... They buy!

EMAIL

~**1 Million** Daily Email Subscribers

400,000–425,000 Average Daily Opens (>2x Industry Average)

- **Highly Engaged** Purchase-Ready Audience
- **Proven Ability** to Drive Retail, Amazon & DTC Sales

SOCIAL



1.5M+



293K+



418K+



93K+

WEBSITE

400,000
Monthly Visits

1 Million
Monthly Page Views

PODCAST

6.5 Million+
Listens to Date

MAGAZINE

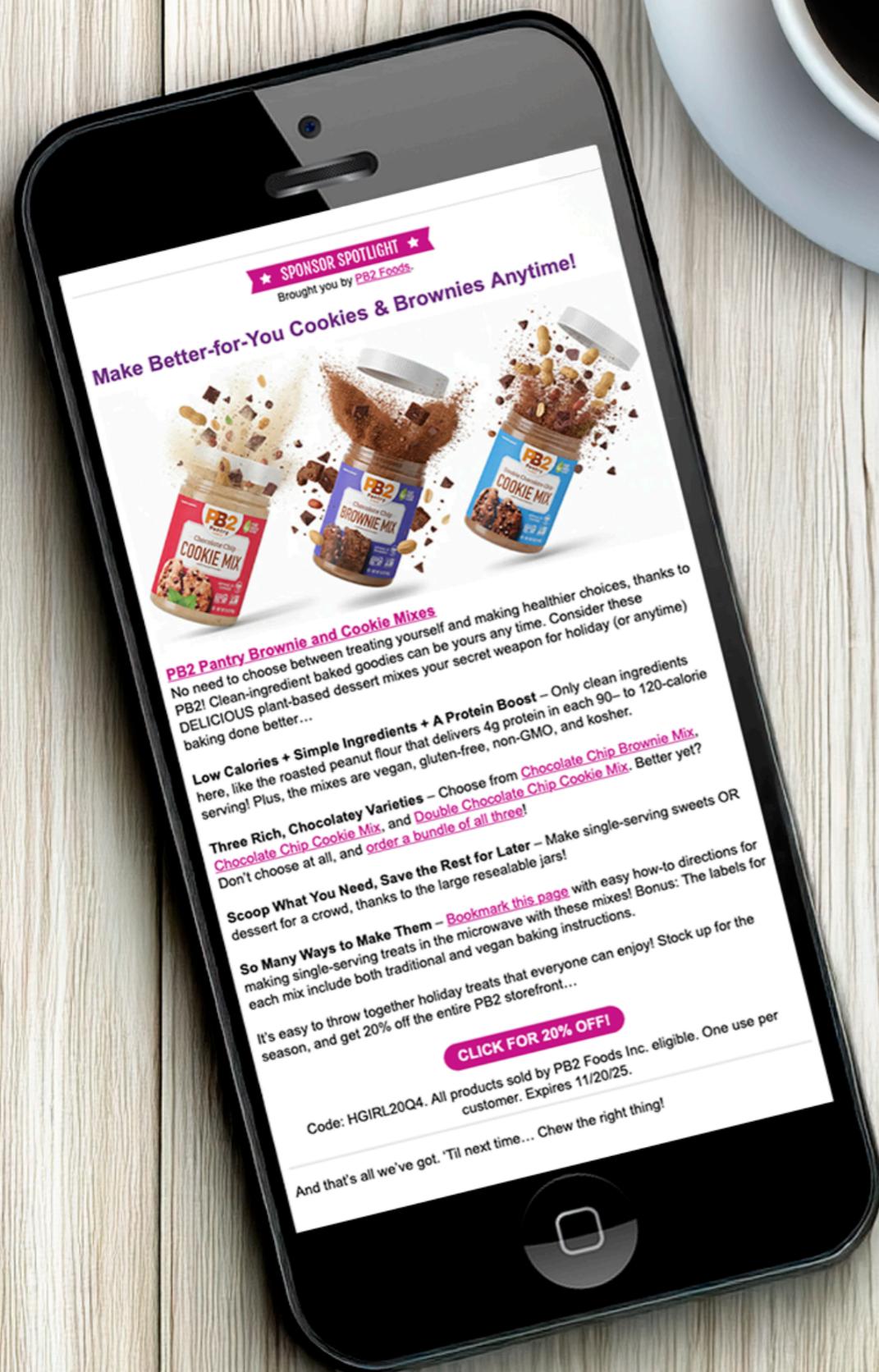
390,000
Copies at Retailers Nationwide

Hungry Girl Platform Network

We build 360° integrated programs tailored to your goals. Leveraging the strong relationship with our influential audience, we deliver your brand message where it matters, simplifying the path to purchase.

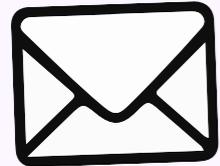
- Email Sponsorships
- Social Video
- Amazon Live Packages
- Podcast Integrations
- Custom Recipes
- Seasonal Tentpole Campaigns

Our goal-based partnerships drive sales (DTC, Amazon, Retail), support product launches, and provide always-on awareness with measurable impact.



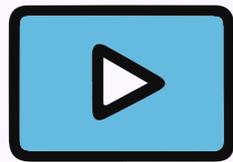
Hungry Girl Media

Turning trusted influence into measurable results for your brand.



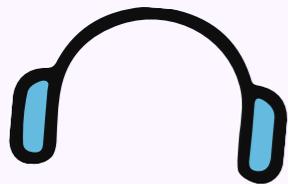
DAILY EMAIL

The core of the Hungry Girl universe. Entertaining, informative, and highly trusted, we deliver custom native integrations that stay true to your brand—reaching ~1 million engaged readers and driving some of the highest engagement in the category, driving consistent clicks and conversions.



SOCIAL MEDIA

We offer branded content opportunities—including video—that inspire sharing and provide direct access to a highly targeted audience of nearly 2m followers, extending reach and reinforcing purchase intent.



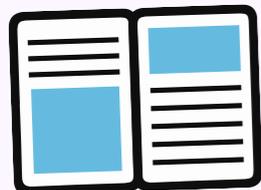
PODCAST

Hungry Girl: Chew the Right Thing! offers a powerful way to connect with fans. Brand features feel organic and conversational, with Lisa sharing products she genuinely loves. With 6.5M+ all-time listens, the podcast frequently ranks #1 in the food category.



AMAZON LIVE

Our fans are big Amazon shoppers, and we make it easier and more fun for them to shop for great finds and deals hand-picked by Lisa. Put your brand at the forefront in this seamless shopping experience, which includes a feature in our daily email to drive immediate action.



MAGAZINE

In partnership with People, Inc., *Hungry Girl* magazine is available at major retailers nationwide. We offer a multitude of ways to advertise, from full-page ads to special advertorial content.

[Click to View Examples](#)

Milton's™



MADE GOOD®
Trust in something good.



GO SKINNY NOODLES®

beam™



Fiber One



IQBAR®



LAMEL
EMPOWERING MAKE UP

HUNGRY GIRL IN GOOD COMPANY



Wonderful®
PISTACHIOS



PB2
Foods



CHOMPS



Ultima
REPLENISHER®

PALMINI



CAULIPOWER

Green Giant®



WORD ON THE STREET

Brands don't just love Hungry Girl—they see real results.

Hungry Girl speaks with an authentic voice, capturing the attention of highly engaged readers. **They listen and buy products.** — **General Mills**

Hungry Girl is a true partner. The team listens to our needs and collaboratively creates campaigns that drive strong impressions, traffic, and sales. **It's refreshing to see a quick and straightforward ROI.** — **PB2 Foods**

Every time we run a campaign, we see a big spike in traffic and coupon downloads. **Hungry Girl drives trial and is a key piece of our marketing.** — **Green Giant**

“

You're the Oprah of packaged foods! — **Rachael Ray**

”

We partnered with Hungry Girl to get the word out authentically. We didn't expect we'd sell out the week of the campaign!

— **Caulipower**

Their team is creative, thorough & deeply attuned to their audience. Lisa's down-to-earth voice engages, communicating & spreading excitement. **We've seen tremendous results—brand awareness and real brand love.** — **Bada Bean Bada Boom**

She knows exactly what her audience likes. **Hungry Girl catapulted our noodles to fame**—US sales have more than doubled.

— **House Foods America to the New York Times**

My head is spinning from the traffic & conversion! The lift is hands down the greatest we've ever seen—and we've been in Oprah, Men's Health, People StyleWatch, PopSugar, etc. **NOTHING drives conversion like Hungry Girl.** — **Good Zebra**



RATES

All partnerships begin with email newsletter placement: the most effective way to drive engagement and sales. Discounted rates are available for new partners and frequency-based partnerships.

PLATFORM	CREATIVE	RATE
Email Newsletter Sponsorship (Sole Sponsor)	Sponsor Spotlight: High-impact native sponsored content following the editorial, with a large custom image and strong call to action, designed to capture attention and drive immediate purchase. 30% share of voice. View example.	\$15,000
	Dedicated Sponsored Email: Our most impactful offering. A fully branded email featuring native sponsored content, multiple large custom images, and expansive real estate for storytelling, usage ideas, and brand discovery. Multiple calls to action drive sales via retail, DTC, and/or Amazon. 100% share of voice. View example.	\$50,000
Amazon Live Package (with Multi-Brand Email)	Be one of up to four brands on our One-Stop Shopping Show and corresponding email. Partners receive an ~10-minute live endorsement and demo with Lisa, plus high-impact email exposure with custom imagery and native copy designed to drive product discovery and sales. Includes show segment usage rights for the length of term. 25% share of voice. View email example. View show example.	\$7,500
In Case You Missed It (Followup Email Sponsorship)	This high-performing feature is designed to reinforce a Sponsor Spotlight, Dedicated Email, or Amazon Live email feature the following week, driving additional engagement and sales with a clear call to action. 10–15% share of voice. (No image.) View example.	\$3,500
Social Media with Video Package	Bring your brand to life beyond the inbox with custom video, authentic endorsement, and social media exposure. This package includes video production; distribution across our Facebook, Instagram, and TikTok accounts; and video usage rights for length of term. View example.	\$10,000
Social Media with Video and Recipe Development Package	Extend your newsletter sponsorship with a custom recipe and social reach designed to make your product shine. Package includes recipe creation, photography, and video production, plus a custom landing page. Content is distributed across Facebook, Instagram, and TikTok with both video and static image posts. Plus, usage rights to recipe and video for length of term. View recipe example. View video example.	\$15,000
Podcast Sponsorship	A personal endorsement delivered by Lisa at the top of a Hungry Girl podcast episode. Includes a ~2–3 minute conversational segment, with key message callouts and a clear listener prompt to stock up. Hear example. (2:40 mark.)	\$3,000
Additional Opportunities	Special sponsorship amplifications include live social media events (Facebook, Instagram & TikTok), magazine sponsorships, public appearances & more.	



Let's Work Together

Our custom and high-impact advertising solutions will get your brand in front of our ~3 million passionate fans. Our audience doesn't just engage—they take action.

Contact:

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