



We are thrilled that you are considering Hungry Girl for your marketing initiative. As promised, this provides an overview of all things Hungry Girl.

Who is Hungry Girl?

She's not a nutritionist, she's just hungry!

Lisa Lillien, a.k.a. Hungry Girl, is an average female who has struggled with the same food issues most people battle with every day. She considers herself a foodologist -- not because she has some kind of fancy degree, but because she is obsessed with food, how wonderful it is, and how much of it she can eat and still fit into her pants. Food is her passion and it has been her lifelong obsession.

Losing and maintaining weight is not a temporary change -- it's a lifestyle -- but it doesn't mean that life gets less fun. Lisa and the Hungry Girl team scour supermarkets, restaurants and more to fulfill the food cravings we all have -- pizza! chocolate! pasta! -- with better-for-you choices. From high-protein desserts to superfood-enhanced snacks, we are always at the forefront of the latest trends in food and dieting, living the Hungry Girl lifestyle and loving what we eat!

Where are we?

Hungry Girl reaches hungry people EVERYWHERE! You can find us in the following places...

Daily Email

Since launching our daily email service in May 2004, our subscriber base has grown to over 1,200,000. Our audience is made up of primarily of women 18-49 who are interested in diet foods, recipes, eating healthier, and new product finds. Specific demos are as follows:

Under 18:	0.7%
18-24:	5.2%
25-39:	33.4%
40-54:	35.2%
55-69:	22.6%
Over 70:	2.9%

Social Media

Hungry Girl fans are always hungry for more Hungry Girl! We have a huge following of devoted fans on Facebook, Twitter and Pinterest. We make a concentrated effort to keep our fans abreast of all HG happenings, food trends and more!

- Over 1,100,000 Facebook fans
- 170,000 Twitter followers
- 105,000 Pinterest followers

Books

Hungry Girl has an extremely successful publishing business. Lisa is the author of 9 best-selling books and we are proud to report that ALL her books debuted on the New York Times Best Sellers List, with 6 in the #1 spot.

Books are currently sold at all bookstores, Wal-Mart, Target, Kmart, Costco, Kroger, Safeway, Ralph's BJ's, Sam's Club, Bed Bath & Beyond and more. We have a multi-year, multi-book deal with St. Martin's Press.

Television

The Hungry Girl television show debuted on January 2011 on Cooking Channel, the television network from the creators of Food Network. On the show, Lisa whips up recipes and shares tips 'n tricks in the kitchen. She also goes out and about to help people navigate the supermarket aisles, test foods at the lab, and shows up in unexpected places to help solve the world's fatty-food dilemmas. Episodes currently air on both Cooking Channel and Food Network.

Lisa regularly appears on shows like The Dr. Oz Show, The Steve Harvey Show, Good Morning America and more!

Hungry-Girl.com

We have a very popular website that contains of all new and previous HG content, a recipe database, videos and all things Hungry Girl!

Video

Hungry Girl has a full-time video staff and we regularly produce videos for our brand and marketing partners. You can check our videos here: <http://www.hungry-girl.com/video#vid86chan10>

Events

We host events at our headquarters - Hungryland - with participation from Lisa and the HG team. We also conduct multi city tours in support of our book releases.

Here is a link with photos of Hungryland (and our HG mascot!):
<http://www.hungry-girl.com/misc/show/2889-inside-hungryland>

How do we promote your brand?

We have a wide variety of ways to promote products to the important Hungry Girl audience, consumers at large, and the media. We strive to create custom programs that best leverage our assets. Examples and costs for different elements are as follows:

Specially Created Content

We create custom content -- recipes and tips -- to use in your outreach efforts. Content includes:

Recipes:

- Hungry Girl is famous for our guilt-free recipes. We create custom recipes using your product(s) and direction.
- Each recipe will meet the exacting Hungry Girl standards in terms of nutritional and, of course, be delicious!
- We provide photos taken in our photography studio at Hungryland!

"Top Ate" Lists:

- These lists are one of our signature franchises.
- We create a version exclusively for your brand, highlighting your message points.

Newsletter Integration

You will reach the important Hungry Girl audience by targeting the over 1,200,000 daily readers of our popular newsletter. All units...

- Are custom designed and developed by Hungry Girl
- Are written in the Hungry Girl voice our readers know, love and trust
- 100% share of voice
- Provide the opportunity to feature downloadable coupons
- Links directly to your website, Facebook page, etc.

Units include:

Dedicated Emails:

- Stand alone email all about your brand
- Only offered once per week to maximize exposure
- Boasts the same open rate as our regular emails

Guilt-free Groceries Sponsorships:

- Part of our regular daily emails
- Includes a banner (728 x 90) as well as 2 or 4 panels of custom advertorial

Side Dish Scoop:

- Built into our Monday "News" feature
- Includes text and an image

Banner Ads:

- 728 x 90 banner that runs at the top of our daily emails

Text Links:

- 1 or 3 lines of text written in the HG voice
- Runs as a "News You Can Use" feature

Social Media

Hungry Girl has a VERY active group of Facebook and Twitter followers. This provides a great opportunity for you to organically generate interest in your message. We offer:

- Sponsored Facebook Posts
- Sponsored Tweets
- Facebook Chats
- Twitter Parties

Custom "Vine/Instagram" style Videos

Hungry Girl will create custom Vine/Instagram style videos showcasing your brand.

- These short and sharable videos will feature different ways to enjoy your product the Hungry Girl way!
- You can use these videos in your outreach, on your website, etc.
- We will also feature them in your newsletter units and in social media on your behalf.
- We can do live video events with an edited version showcased on our video site - Hungryvision.
- All sponsored videos can include pre-roll and companion units.

Recipe Database

A compilation of some of our best recipes -- big news coming soon!

Website Presence

We provide continuity for your message by showcasing run of site banners on Hungry-Girl.com.

- 728 x 90

Mini-Site

Hungry Girl will create a mini-site with content that illustrates your key messages.

Press

Hungry Girl allows you to leverage the materials we develop on your behalf in your media outreach efforts. We also offer:

- Quotes for press releases or other outreach
- Lisa to do interviews with radio or magazine editors and bloggers
- Lisa to create bylined articles
- Lisa to do audio news releases

Sampling

We offer sampling during our book tour events.

- Includes hot and cold sampling
- Varies by venue

Events

Hungry Girl Lisa Lillien will deliver your messages in a more personal way. We will host events offsite or at our headquarters - Hungryland. Lisa will participate by showcasing your key information with those in attendance. Ideas include:

- Product sampling
- Meet and greet with Lisa
- Photo opportunities and book signing
- And more!

Research

Get feedback from the Hungry Girl audience.

- Custom polls in our newsletter or social media outlets

Broadcast

Have Hungry Girl Lisa Lillien deliver your message on television:

- Satellite Media Tours
- Video News Packages
- Local and National broadcast

Hungry Girl Seal of Approval

Alert Hungry Girls everywhere that your product is HG approved and recommended by featuring our "Seal of Approval" on pack!



- Includes category exclusivity
- We can create additional con-pack content such as recipes, tips, etc.

Please click here for examples of custom ad units and integrated programs we have created for our partners:

<http://www.hungry-girl.com/hungry-girl-media-kit-and-examples>

For more information, please contact:

Alison Kreuch
Vice President
Advertising & Marketing, Hungry Girl
<http://www.hungry-girl.com>

phone: 203.219.9939
email: alison@hungry-girl.com