

Pretty Frugal Diva

Modern Life. Frugal Budget.

www.prettyfrugaldiva.com

prettyfrugaldiva.com

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2016
MEDIA
KIT

Aimee Brittain is Pretty Frugal Diva. A single mother of a teenager living in Atlanta, GA. In 2007 she started her blog Then known as The Coupon Diva to share with family and friends all the free and cheap items she was getting.

In 2011, she changed her name to Pretty Frugal Diva to go with her change into a complete frugal lifestyle. Featured on CNN, Huffington Post, Readers Digest and many more. Aimee has worked with numerous brands on a number of social media and PR campaigns.

ABOUT OUR READERS

Pretty Frugal Diva readers consist of women 24 to 44. Married with kids and single moms. That have control of the buying power in their homes. Almost half are homeowners and the other half are renters.

DEMOGRAPHICS

78% are women

60% are 24-35

25% are 36-44

59% are from U.S

SITE TRAFFIC

Page Views	19,681
Unique Visitors	18,495
Average Time on Site	1.24 min
Newsletter Subscribers	1,476
Google Page Rank	5



3586 Followers

@prettyfrugal



837 Likes

@PrettyFrugalDiva



845 Followers

@Prettyfrugaldiva



704 Followers

@Prettyfrugaldiva



77 Subscribers

@atlcoupondiva

SPONSORSHIP AND CAMPAIGN OPTIONS

Pretty Frugal Diva has many sponsorship and campaign options that can help get your brand out to thousands of woman. Below are some of the campaigns that Pretty Frugal Diva can assist with.

- Sponsored Posts
- Recipe Development
- Brand Ambassadorship
- Twitter Parties
- Product placement
- Banner ads
- Events and Travel
- Newsletter Blast

WHAT OTHERS SAY:

"Pretty Frugal Diva's site is great for matching the weekly deals and gives helpful tips with makeup and recipes.

-LalaLandmommy.com

RECIPES | DEALS | COUPONS | FRUGAL BEAUTY | FRUGAL LIVING

