



# ABOUT HIP2KETO





Hip2Keto is a keto lifestyle website providing the latest and greatest keto recipes, tips, and so much more — all so you can get your keto on in a practical, frugal way that will fit right into your budget and lifestyle.

Collin Morgan started Hip2Keto after realizing how much her keto lifestyle was becoming a popular topic on Hip2Save, a nationally recognized deal and frugal living website.

Prior to keto, she was a yo-yo dieter, constantly trying to find what would make her digestive system feel better. The constant bloating and uncomfortable gut feeling she experienced kept dragging her down. After trying multiple diets, medications, and taking a trip to the doctor, she decided that giving keto a chance was the best option. Since jumping in over 3 years ago, she's never felt better and is happy to say that ketogenic living is a way of life for her now!



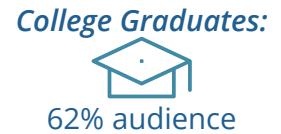
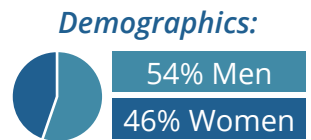
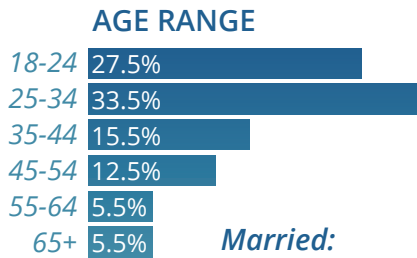
## SOCIAL MEDIA

 Over 39k likes	 Over 300 followers	 Over 51k followers
Over 1m monthly average reach	 Over 13k followers	Over 4.8m monthly average views

## WEBSITE

 Yearly webpage views: Over 3.8 million	 Unique visitors: Over 515k monthly
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## AUDIENCE INSIGHTS



- Interest Categories:**
- Sports / Individual Sports / Running & Walking
  - Computers & Electronics / Consumer Electronics / Electronic Accessories
  - Sports / Individual Sports / Cycling
  - Food & Drinks / Cooking & Recipe / Soups & Stews
  - Travel / Tourist Destinations / Historical Sites & Buildings

## SPONSORSHIP OPPORTUNITIES

**Amazon Sponsored Product Posts**  
**Basic Sponsored Posts**  
**Product Recommendation Posts**  
 Post on site + Twitter

**Premium Sponsored Posts**  
**Product Recommendation Posts**  
 Post on site with personal pictures, FB post, Twitter post, IG post, Pinterest post, and inclusion in the Hip2Keto weekly newsletter

**Recipe Posts**  
 Full recipe post on site, Twitter, Facebook, Instagram, & Pinterest posts and inclusion in the Hip2Keto weekly newsletter

**ADDITIONAL OPPORTUNITIES**

<p><b>Website</b></p> <ul style="list-style-type: none"> <li>Popular Post Spot</li> <li>Header Image/Banner on Website</li> </ul> <p><b>Twitter</b></p> <ul style="list-style-type: none"> <li>Additional Tweet(s)</li> </ul> <p><b>Instagram</b></p> <ul style="list-style-type: none"> <li>Instagram Story Placement</li> </ul> <p><b>Email</b></p> <ul style="list-style-type: none"> <li>Solo Email Blast</li> <li>Sponsored Ad Banner on Hip2Keto Email Blast</li> </ul>	<p><b>Facebook</b></p> <ul style="list-style-type: none"> <li>Post to Hip2Keto FB Page</li> <li>Pinned Post</li> <li>Boosted Post FB Campaign</li> <li>Higher-Level FB Campaigns (Website Clicks, Lead Generation, or Video Views Campaign)</li> <li>Facebook Live Video (Per Collin's Approval)</li> <li>Facebook Cover Photo</li> <li>*Premier real estate!</li> </ul>
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