



MEDIA KIT

2021



HEY THERE!

I'm Collin Morgan!

You may already know me from Hip2Save, my frugal living website that keeps millions of readers up to date on all of the latest coupons, hottest promotions, clever shopping tips, delicious recipes, and fun DIY projects. My passion for saving money paired with my love of the keto diet is how Hip2Keto was born! Prior to keto, I was a yo-yo dieter, constantly trying to find what would make my digestive system feel better. After trying multiple diets, medications, and taking trips to the doctor on many occasions, I decided that giving keto a chance was right for me. And since jumping in over 6 years ago, I have never felt better! Getting to spread that same keto joy to all our readers is where our partnership together will thrive.



THE WEBSITE...

Hip2Keto is our keto lifestyle website that helps over 1 million monthly readers with everything they need to know to get started on a keto diet and to maintain a keto lifestyle.

FAT IS NO LONGER THE ENEMY!

Our dedicated, hard-working Hip2Keto team follows the keto lifestyle, so we personally test every keto product & deal, develop unique recipes, research helpful dining guides, and work alongside a licensed keto nutritionist for solid healthy living tips. Our goal is for every reader to save money, save time, and live their best keto life.

We strive to meet the highest SEO standards 100% of the time and take pride in our diverse group of women and men contributing to Hip2Keto. We know that everyone experiences their own keto journey so we pride ourselves on making every reader feel welcome and right at home.



OUR STATS:

1.1 MILLION+
monthly pageviews

650K+
unique site visitors every month

95%
U.S. readers, 3% CAD

44,000+
email subscribers

18.5%
open rate

4.8%
click thru rate

*82% of our audience is married and
62% are college graduates.*

FACEBOOK



85K+
FOLLOWERS

*1.1 million average monthly reach
350K average monthly
engagements
2K average monthly page "likes"*

INSTAGRAM



20.4K+
FOLLOWERS

*145K monthly post impressions
135K monthly post reach
110K monthly story impressions
106K monthly story reach*

PINTEREST



73K+
FOLLOWERS

*3.1 Million average monthly
viewers*

TEXT ALERTS



NEW FEATURE

Inquire for more information

LET'S GET SOCIAL...

We're always having fun over on our social media pages! We strive to maintain a meaningful presence with our followers by sharing images and videos of our mouth-watering recipes, helpful tips to thrive on a keto lifestyle, encouraging success stories, and funny memes for both keto "wins" and "fails"! Our mission is to provide our followers with practical ideas and inspiration for a rich and fulfilling keto journey.

Additionally, we have a private Facebook Community with over 12k members who are dedicated to the keto lifestyle and all things Hip2Keto! We make a conscious effort to keep readers engaged within the community by hosting our infamous 30-Day Keto Challenge, break-out mini-challenges, and our monthly keto book club.

And what's the point of having such an involved community if you can't celebrate with them?! We're always searching for ways to show our readers some love and regularly host giveaways of our favorite keto foods, gadgets, and other products that embrace the low carb loving lifestyle.



WHAT CAN YOU EXPECT?

We take great pride in creating food imagery that's appealing from first sight to the last bite! Additionally, every product or service is vetted & tested by our keto team so you can expect an authentic review and a genuine desire to share your product/brand with our audience. We've developed an authority our followers know they can depend on for trustworthy reviews & recipes that fall within a healthy keto lifestyle!

OUR SERVICES...

SITE ENDORSEMENTS

Keto Product Review Post:

- A dedicated post on Hip2Keto.com with 1.1 million monthly page views.
- Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used throughout the post.
- High-quality lifestyle imagery used throughout the post.
- Real, authentic testimonials of your product.
- Multi-tiered editorial reviews of the content to ensure it's posted with accuracy and perfection.

Keto Product Review Post + Social Media & Email Newsletter Inclusion:

- A dedicated post on Hip2Keto.com with 1.1 million monthly page views.
- Post shared on Facebook to our 85k+ followers.
- Post shared on Instagram stories to our 20k+ followers.
- Post shared via email to our 44k+ newsletter subscribers.
- Post shared via Pinterest to our 73k+ followers with a specially designed Pinterest image.
- Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used throughout the post.
- High-quality lifestyle imagery used throughout the post.
- Real, authentic testimonials of your product.
- Multi-tiered editorial reviews of the content to ensure it's posted with accuracy and perfection.

Continue to the next page for recipe collaboration opportunities.

WHO FOLLOWS US?

Our audience is 70% female and 30% male with the majority between the ages of 24-50. They seek easy & delicious keto recipes and love learning about new & exciting products.



HERE'S THE DEAL:

Our team loves to share keto products we truly love so all posts are subject to our team's approval and may be declined if we feel it's not an authentic fit.

HOW ARE OUR READERS ENGAGING?

Our audience is 83% mobile, 15% desktop, and 2% tablets. Our highest traffic days are Sunday, Monday & Tuesday from 3PM-10PM.



FUN FACT:

To date, we have published over 400 Keto recipes and over 130 product reviews! In fact, our Wendy's Frosty recipe has received nearly 2.4 million views in its lifetime!

MORE SITE ENDORSEMENTS

Keto Recipe Post:

- A dedicated post on Hip2Keto.com with 1.1 million monthly page views.
 - Original recipe concept & development with a highlight on your product.
 - At least one round of recipe testing with our quality control team to ensure readers have the best experience with your product.
 - Featured product links within the body copy, ingredients, and steps for the highest possible exposure.
 - Backend SEO including research of highly searched key phrase terms, an optimized URL slug, and best SEO practices used in the copy.
 - High-quality lifestyle imagery used throughout the post.
 - Multi-tiered editorial reviews of the content to ensure it's posted with accuracy and perfection.
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We're so excited
to hear from you
and cannot
wait to
collaborate to
become better
together.



READY TO BE HIP WITH US?

If you would like us to consider your product/brand, please email vip@hip2keto.com and include the product or service, the website URL, and what you envision for the sponsorship.