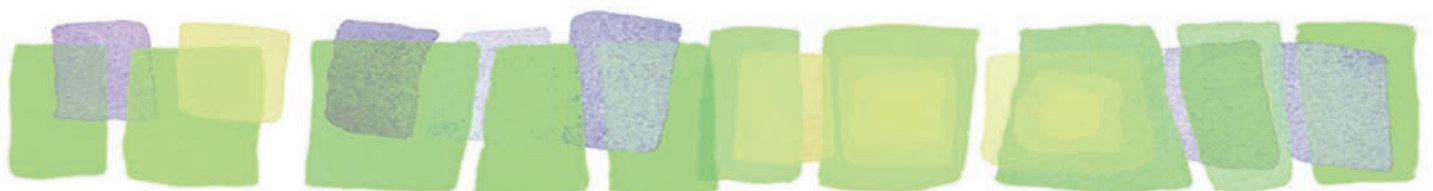
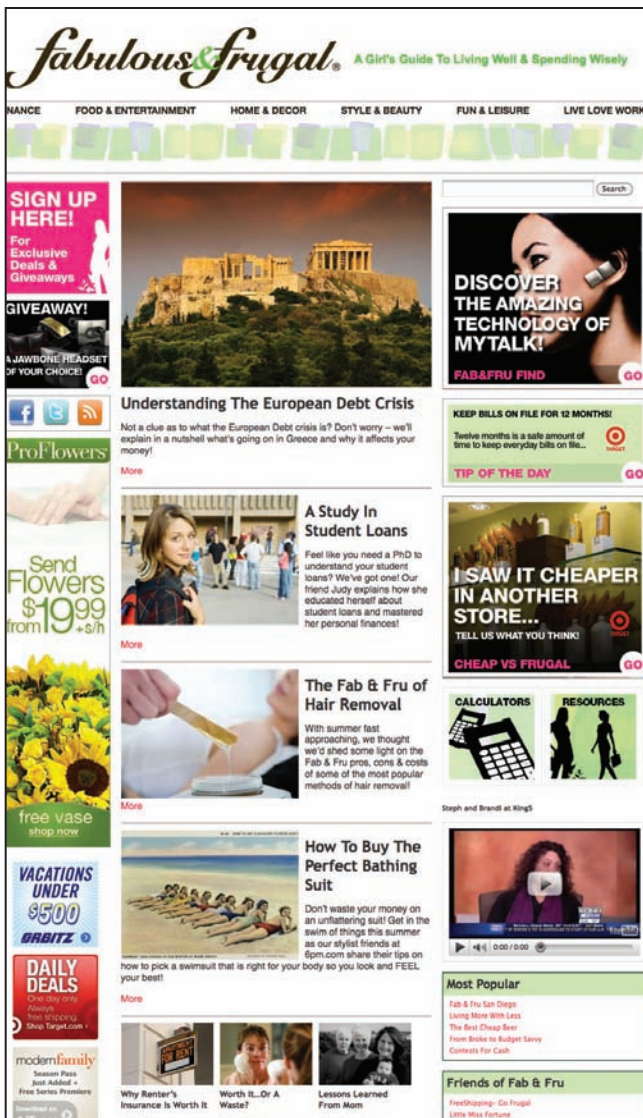




fabulous & frugal® **A Girl's Guide To Living Well & Spending Wisely**

MEDIA KIT 2010





ABOUT

Fabulous & Frugal is an online lifestyle & finance magazine targeting all women 25-45 who aspire to live well and spend wisely. Whether she's a career girl or supermom, the Fab & Fru reader is obsessed with fashion, food, entertaining, travel, decorating, green living and most of all, how to have it all without breaking the bank!

Created by two women who turned their own financial lives around, former stockbroker Stephanie Berenbaum and producer Brandi Savitt officially launched Fab & Fru in September of 2009. Since then, **Fabulous & Frugal has become the go-to-guide for those who believe being financially savvy is always in style!**

WHY PROMOTE YOUR BRAND ON FAB & FRU?

Advertising with Fab & Fru is much more than just placing an ad on a website. We work to promote your brand by integrating a multi-platform marketing strategy that combines traditional online banner advertising, sponsored postings, weekly newsletters and extensive social media outreach to bring maximum exposure to your specific promotion and your company.

Because our audience relies on us to endorse products, services and experiences that we would actually use ourselves, Fab & Fru works exclusively with advertisers & strategic partners whose brands reflect both our Fabulous & Frugal standards of **quality, taste and value.**





DAILY CONTENT UPDATES

The Fab & Fru site is updated daily Monday-Friday.

- GiveAway (1x per week)
- Feature Articles (3x per week)
- Tip of the Day (5x days per week)
- Fab & Fru Find (1x per week)
- Cheap vs Frugal (1x per week)

WEEKLY NEWSLETTER

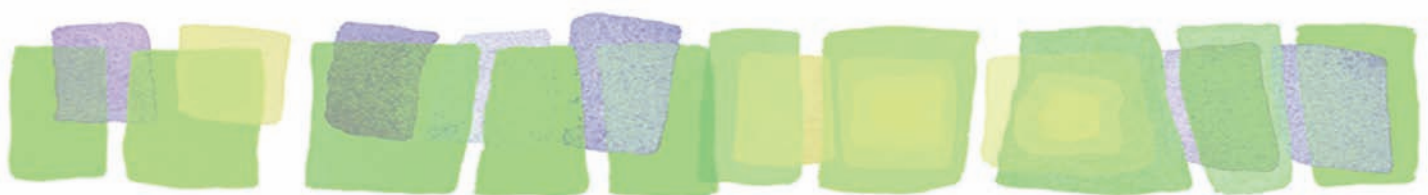
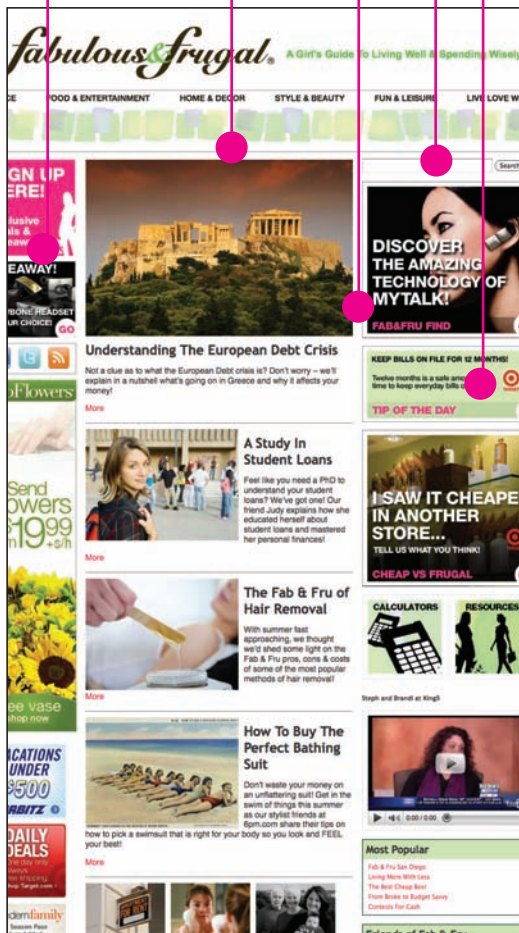
National Edition - sent to our entire mailing list on Friday mornings

New York Only Edition - coming soon

Los Angeles Only Edition - coming soon

FACTS & STATS

- 7,500+ Unique Monthly Visitors
- 20,000+ Page Views Per Month
- 1,800+ Opt-in Newsletter Subscribers (90% women 25-45 years)
- Over 2,400 Active Twitter Followers
- 1,300+ Highly Engaged Facebook Fans & Group Members





CURRENT & PAST ADVERTISERS

Adorn, American Express Gift Cards, Angie's List, Angel Sunglasses, Baby Legs, Barnes & Noble, Diapers.com, Eco-Gear, Goldstar.com, Handbag Heaven, Jaime Earl, Jawbone, Orbitz, Pet Smart, Plow & Hearth, Pro Flowers, R&B Cellars Wine, Spafinder.com, 6pm.com, Target, Turbo Tax, Urban Outfitters.



RECENT PRESS & SYNDICATION

Since the launch of the web magazine in 2009, Brandi and Stephanie have been featured as Fab & Fru expert guests on both radio and television. They have appeared on the **NBC** and **CBS Morning News Shows**, as well as **KTLA** - the number one rated morning show in Los Angeles. They have been quoted as experts in the **Associated Press**, **Bon Appetit**, **Frugal Foodie Cookbook**, **Good Housekeeping**, **One Wed**, and **Success for Women**.

Fab & Fru content is syndicated weekly on the news sites: **Examiner.com**, **Huffington Post**, **New York Daily News**, and **Yahoo Shine**. Many more online publications across the country link to and feature Fab & Fru articles on their sites.





ADVERTISING OPPORTUNITIES

FAB & FRU FIND - FEATURED POSITION

Benefits

Offer an exclusive deal & promo code to Fab & Fru readers via four effective marketing platforms. By combining high visibility and strategic placement with hands-on, personalized marketing outreach across all social media channels, we work directly with your PR, Social Marketing and Ad Placement departments to create a specialized promotion to most effectively promote your brand and deal to our audience.

- Premiere Top Upper Right Corner Homepage Placement which will all also be placed across ALL thirteen other categories and every landing page on the site.
- A detailed ad click through posting with text and artwork.
- A featured position on our weekly Newsletter - reaching our entire mailing list of opt-in subscribers
- Ongoing Facebook promotion all week
- Ongoing Twitter promotion all week

Terms & Specs

- Size: Banner 300 x 250 Wide
- Posting Text: Up to 100 words
- Runs on Homepage: 7 days Tuesday-Tuesday
- Additional Photo or Artwork for click through posting: any size up to 400

**Banner Artwork may be delivered slightly larger.*

**We also offer a marketing and art direction support to help you create the most effective ad and promotion.*





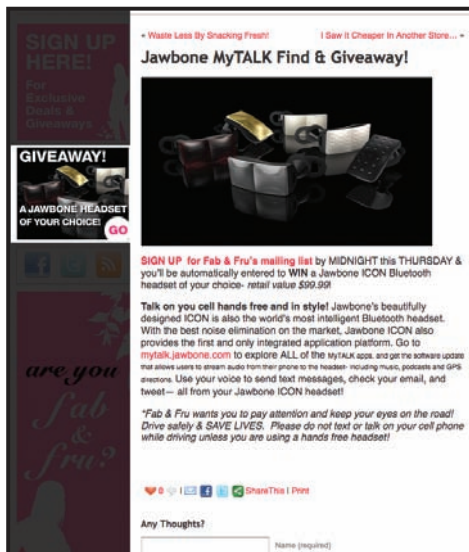
ADVERTISING OPPORTUNITIES EXCLUSIVE WEEKLY GIVEAWAY



Benefits

Offer an exclusive Giveaway to Fab & Fru readers via four effective marketing platforms. By combining high visibility and strategic placement with hands on personalized marketing outreach across all social media channels, we work directly with your PR, Social Marketing and Ad Placement departments to create a specialized promotion to most effectively promote your brand and Giveaway to our audience.

- Prominent Upper Left Corner Homepage Placement which will all also be placed across ALL thirteen other categories and every landing page on the site.
- A detailed ad click through posting with text and artwork.
- Prominent newsletter placement – reaching our entire mailing list of opt-in subscribers
- Ongoing Facebook promotion all week
- Ongoing Twitter promotion all week

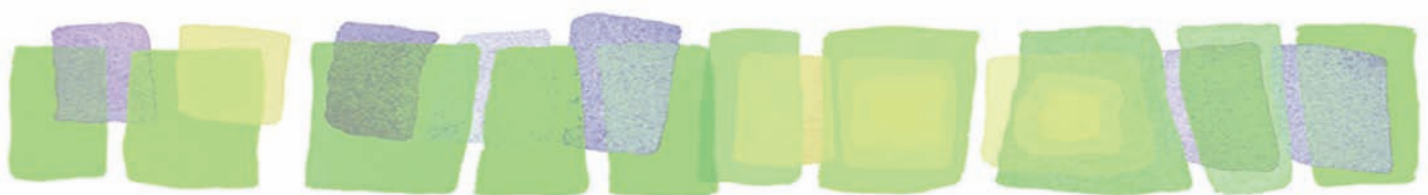


Terms & Specs

- Banner Size: 160 x 130 Wide
- Posting Text: Up to 100 words
- Runs on Homepage: 7 days Tuesday-Tuesday
- Additional Photo or Artwork for Post: any size up to 400

**Banner Artwork may be delivered slightly larger.*

**We also offer a marketing and art direction support to help you create the most effective ad and promotion*





ADVERTISING OPPORTUNITIES

FAB & FRU FIND AND GIVEAWAY (Double Promotion!)

Benefits - This is our most popular offer!

Take both spots for the week and double your success by promoting your product via our Giveaway spot as well as an Exclusive Deal for Fab & Fru readers.

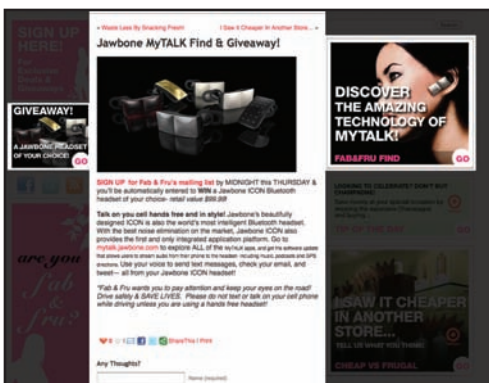
- 2 Premiere Homepage Ad Placements which will all also be placed across ALL thirteen other categories and every landing page on the site.
- 1-2 detailed ad click through posting(s) with text and artwork.
- Premiere Sponsorship Ad placement across the top of the weekly newsletter
- Ongoing Facebook promotion all week
- Ongoing Twitter promotion all week

Terms & Specs

- Banner Size: 300 x 250 & 160 x 130 Wide
- Posting Text: Up to 100 words
- Runs on Homepage: 7 days Tuesday-Tuesday
- Additional Photo or Artwork for Post: any size up to 400

**Banner Artwork may be delivered slightly larger.*


**We also offer a marketing and art direction support to help you create the most effective ad and promotion.*





LOOKING TO CELEBRATE? DON'T BUY CHAMPAGNE!

Save money at your special occasion by skipping the expensive Champagne and buying...

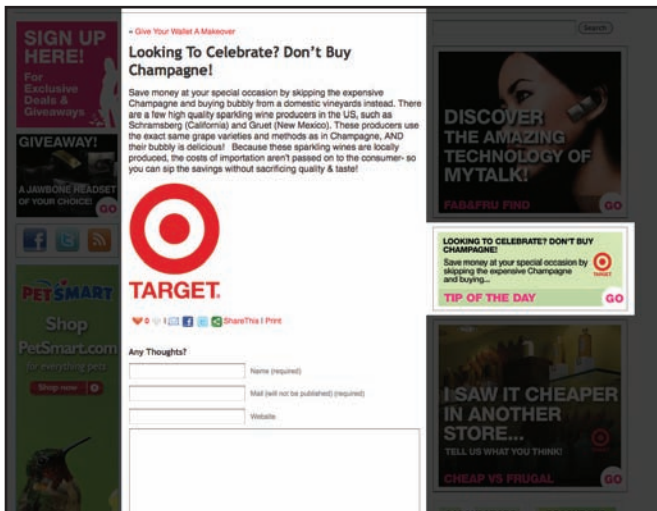


TIP OF THE DAY **GO**

SPONSORSHIP OPPORTUNITIES

TIP OF THE DAY (4 weeks minimum)

- Display your logo in the Tip of the Day box on the Homepage PLUS across our thirteen other categories and every landing page on the site.
- Your logo will also be prominently displayed on the Tip of the Day page when the user clicks through to view the entire Tip. *Sponsored by text will also be displayed.*
- Tip changes daily so readers come back to check daily!
- Featured sponsors are also promoted via ALL Fab & Fru social media channels.



The screenshot shows a portion of the Target website. On the left, there are navigation links for 'SIGN UP HERE!', 'GIVEAWAY!', and 'PET SMART'. The main content area features the 'Tip of the Day' banner for 'Looking To Celebrate? Don't Buy Champagne!' with the Target logo and a 'GO' button. Below the banner is a comment section with a form for 'Any Thoughts?' and fields for 'Name (required)', 'Email (will not be published) (required)', and 'Website'. To the right, there are other promotional banners for 'DISCOVER THE AMAZING TECHNOLOGY OF MYTALK!' and 'I SAW IT CHEAPER IN ANOTHER STORE...'.

Terms & Specs

- Placement on homepage: 30 x 40 Tall
- Posting Placement: up to 160 x 160
- Sponsorship Posting Text





SPONSORSHIP OPPORTUNITIES
CHEAP VS FRUGAL (4 weeks minimum)

Benefits

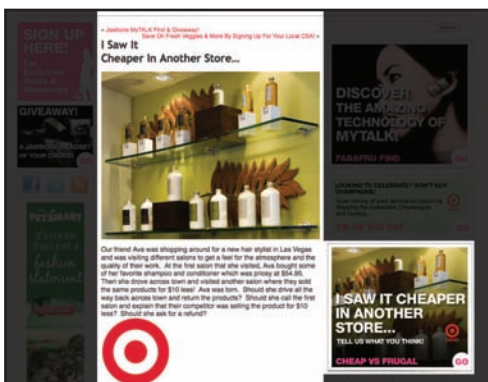
Each week we propose a money related etiquette scenario to our readers and ask them to comment on whether they think the character in question is frugal or just cheap! Cheap vs Frugal has quickly become one of our hottest features!

- Be the Exclusive Sponsor of one of our most popular and fastest growing interactive columns!
- Display your logo in the Cheap vs Frugal square on the Homepage PLUS across our thirteen other categories and every landing page on the site.
- In addition, your ad will have prominent placement on the Cheap vs Frugal commenting page.
- Featured sponsors are also promoted via all Fab & Fru social media channels.



Terms & Specs

- Placement on homepage: 30 x 40 Tall
- Posting Placement: up to 160 x160
- Sponsorship Posting Text



ADVERTISING OPPORTUNITIES

SITE WIDE BANNER AD (4 week Minimum)

Benefits

- Prominently display your Ad on the Fab & Fru Homepage as well as across our thirteen other categories and every landing page on the site.
- There are two sizes to choose from.

Terms & Specs

- 125 or 160 x 600 Tall
- (4) 125 x 125 or 160 x 160





ADVERTISING OPPORTUNITIES

LINK TO YOUR WEBSITE (6 months minimum)

Benefits

- Become a Fab & Fru approved Resource with a link to your site.
- We will share the benefits of your product or service with our Facebook fans and Twitter followers.

The screenshot displays the Fab & Fru website interface. At the top, there is a navigation bar with a search box and the text "Don't lose out on Interest Payments Fab & Fru Rosh Hashanah Centerpiece". Below this is a "Fab & Fru Resources" section with icons for Baby Finds, Innovative Baby, Charity Resource & Guide, Charity Navigator, Credit Counseling & Debt Management, Care One Credit, and a guide to finding local farmer's markets. A large pink sidebar on the left features the text "are you Fab & Fru?" and a silhouette of a woman. The main content area includes sections for "Our Favorite Butcher" (Mr. Brisket), "Personal Finance Expert" (Galia Gichon), "Personal Financial Planner" (Michael Hardy), and "Student Loan Information" (Stellie Mae). There are also advertisements for "ADORN" jewelry, a "TIP OF THE DAY" about champagne, and a video player titled "THE PRICE OF BEING A BRIDESMAID...". At the bottom, there is a "Most Popular" section listing "Fab & Fru San Diego".





ADVERTISING OPPORTUNITIES

Weekly National Newsletter Sponsorship

Premiere Placement

- Display your advertisement and exclusive offer across the top of our newsletter – reaching our entire mailing list of opt-in subscribers



Terms & Specs

- 630 x 150 wide

Featured Deal

- Display your ad or promotion in our featured 'deal position' on the weekly newsletter. There are only 3 featured promotion spots available each week.



Terms & Specs

- 160 x 160 or 200 x 200



ADVERTISING OPPORTUNITIES

NEW YORK ONLY NEWSLETTER (Coming Soon)

**This newsletter edition will focus on local New York deals & promotions only.*

Premiere Sponsor

- Display your local advertisement and exclusive offer across the top of our weekly newsletter.

Terms & Specs: TBD

Featured Deal

- Display your local ad or promotion in our featured 'deal position' on the weekly newsletter. There are six featured promotion spots available each week covering different areas of interest i.e: finance or legal services, bars/restaurants, events, shopping, spa related services & care.

Terms & Specs: TBD

LA ONLY NEWSLETTER (Coming Soon)

**This newsletter edition will focus on local Los Angeles deals & promotions only.*

Premiere Sponsor

- Display your local advertisement and exclusive offer across the top of our weekly newsletter.

Terms & Specs: TBD

Featured Deal

- Display your local ad or promotion in our featured 'deal position' on the weekly newsletter. There are six featured promotion spots available each week covering different areas of interest i.e: finance or legal services, bars/restaurants, events, shopping, spa related services & care.

Terms & Specs: TBD





CONTACT

Publisher & Sales

Brandi Savitt
brandi@fabandfru.com
&
Stephanie Berenbaum
stephanie@fabandfru.com



PR & Partnership Opportunities

Kathy Pape
kathy@fabandfru.com



Site Manager

Lisa Romagnoli
lisa@fabandfru.com



609 Greenwich St. 6th Fl.
New York, NY 10014
212.334.3577

