



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

**MEDIA KIT 2011**





## ABOUT

**Fabulous & Frugal is an online lifestyle & finance magazine targeting all women 22-45 who aspire to live well and spend wisely.** Whether she's a career girl or supermom, the Fab & Fru reader is obsessed with having it all – without breaking the bank! We offer advice on fashion, food, entertaining, travel, decorating, green living and – of course – personal finance – all from our unique Fab & Fru perspective.

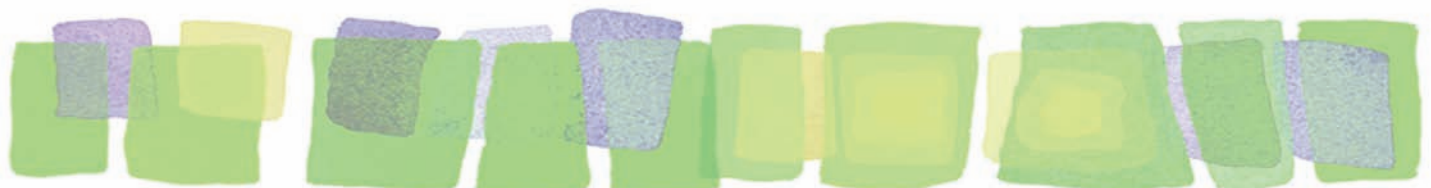
Created by two women who turned their own financial lives around, former stockbroker Stephanie Berenbaum and producer Brandi Savitt officially launched Fab & Fru in September of 2009. Since then, **Fabulous & Frugal has become the go-to-guide for those who believe being financially savvy is always in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

## WHY PROMOTE YOUR BRAND ON FAB & FRU?

### SHOW \* ENGAGE \* INFORM \* ENDORSE

Advertising with Fab & Fru is much more than just placing an ad on a website. Our marketing and ad placement experts work closely with your team to create and promote a customized multi-platform marketing strategy to fit your needs and your budget. We work hard to maximize the exposure of your brand by offering the Fab & Fru audience a variety of traditional and interactive ways to learn about and experience your products and services.

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





## PUBLISHING SCHEDULE

**Fab & Fru is updated daily Monday-Friday:**

- **Article Postings** (daily M-F)
- **Fab & Fru Find** (1x per week)
- **Featured Organic Coupon** (1x per week starting 6/1/2011)
- **Video Content** (Ads & Content updated based on agreed terms with advertiser, producer or distributor)
- **Recipe of the Week** (x 1 per week starting 6/1/2011)
- **Tip of the Day** (daily M-F)

*\* The green boxes represent our new features.*

## NEWSLETTER EMAIL SCHEDULE *\*AS OF JUNE, 1 2011*

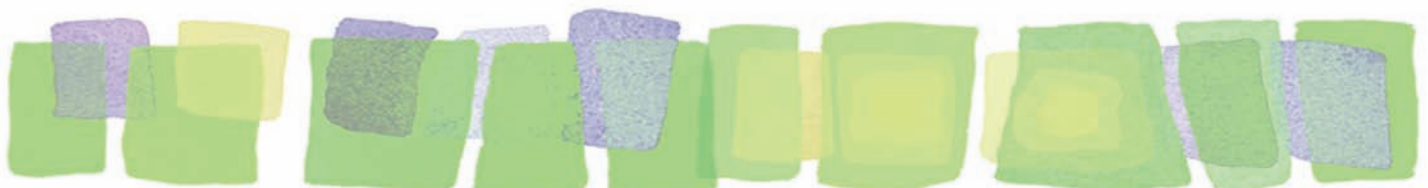
**Monday** - Fab & Fru Find Announcement, Featured Tips & Special Deals

**Wednesday** - Featured Organic Coupon Announcement, Organic Deals of the Week, Recipe of the Week

**Friday** - The Editors Week in Review- re-highlighting The Fab & Fru Find, The Featured Organic Coupon, & the featured stories of week.

## FACTS & STATS

- **16,000+ unique Monthly Visitors**
- **35,000+ Page Views Per Month**
- **2,500+ opt-in newsletter subscribers (90% women 25-45 years)**
- **Over 3,300 Active Twitter Followers**
- **1,000+ highly Engaged FaceBook Fans**





## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

### SHOW \* ENGAGE \* INFORM \* ENDORSE

We live in the information generation, and to fully engage a potential consumer online, brands must engage their target market on multiple levels at the same time. Advertising with Fab & Fru means more than just posting a banner on our site. We endorse your brand by:

- Displaying your visual ads on our homepage
- Writing informative landing page postings
- Linking to your site
- Bringing your deals directly to the members of our mailing list
- Engaging with our thousands of Twitter followers and Facebook fans all week long by giving them tips and facts about your product or service and encouraging relevant dialogue.



### FAB & FRU FIND

#### Benefits

Offer an exclusive deal & promo code to Fab & Fru readers through our strategic 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 campaign 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 Monday & Friday Newsletters - 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 Monday-Monday
- 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 AND SPONSORSHIP OPPORTUNITIES

### FEATURED ORGANIC COUPON SPOT *\*Coming June, 1 2011*

#### **Benefits**

Showcase your brand and company coupon on our homepage! 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.

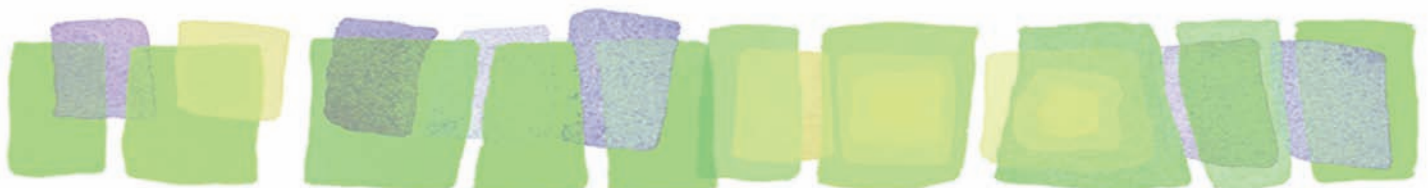
- Prominent Right Side Homepage Placement which will all also be placed across ALL thirteen other categories and every landing page on the site.
- A detailed ad click through posting with text, description & artwork.
- A featured position on our weekly Organic Wednesday & Friday Newsletter - reaching 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 150 words
- Runs on Homepage: 7 days Wednesday-Wednesday
- 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 AND SPONSORSHIP OPPORTUNITIES

### ORGANIC COUPON CORNER

#### Benefits

Let the Fab & Fru readers know about discounts on your organic product! Place your coupon in our Organic Coupon corner, and we'll tell everyone we know where and how they can buy your quality product!

- 4 weeks, get a weekly shout out on our Organic Wednesday Newsletter - reaching our entire mailing list of opt-in subscribers.
- A link to your site
- Ongoing Facebook promotion all month long
- Ongoing Twitter promotion all week

#### Terms & Specs

- Posted for 4 weeks
- Size: Banner 125 x 125 Wide

*\*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.*

### RECIPE OF THE WEEK

#### Benefits

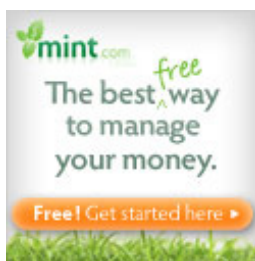
Highlight your delicious product in our recipe of the week! We'll test and publish a recipe featuring your organic product.

- Recipe will be featured on the site & archived in our recipe section
- There will be a direct link in the Organic Coupon Corner & a link to your site
- Recipe will be featured in our Organic Wednesday Newsletter-reaching our entire mailing list of opt-in subscribers
- Ongoing Facebook promotion
- Ongoing Twitter promotion

#### Terms & Specs

- 6 months minimum
- Size: Banner 125 x 125 Wide





## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

### FABULOUS RESOURCES *\*Coming June, 1 2011*

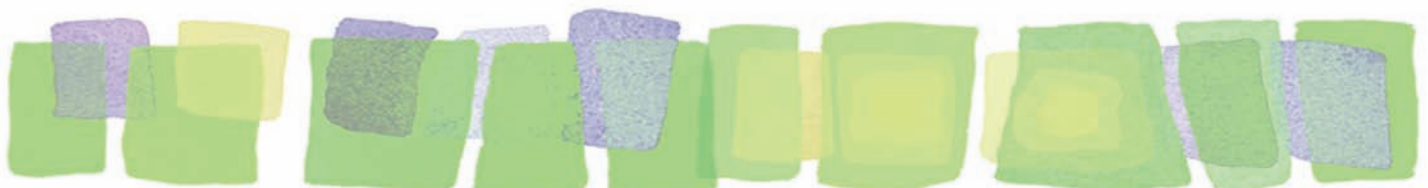
#### Benefits

Partner with Fab & Fru to promote your Fabulous Financial Resource! We'll give your company prominent homepage real estate by highlighting your brand & service as a Fab & Fru MUST HAVE TOOL to make your financial life easier.

- Prominent Upper Left Side Homepage Placement- also to appear across ALL thirteen other categories and every landing page on the site.
- A click through link to your site & service
- A monthly featured position on our Friday Newsletter - reaching our entire mailing list of opt-in subscribers
- Ongoing Facebook promotion
- Ongoing Twitter promotion

#### Terms & Specs

- 6 months minimum
- Size: Banner 125 x 125 Wide





## ADVERTISING AND SPONSORSHIP OPPORTUNITIES

### TEXT LINKS

Strategically place a text link in one or our articles of your choosing for 12 months!



### VIDEO SPOTS

#### *Benefits*

Run your commercial, promotional video or web show on our homepage!

- Prominent Right Side Homepage Placement. Our Video Box also appears across ALL thirteen other categories and every landing page on the site.
- A featured position on our Friday Newsletter for 2 weeks reaching our entire mailing list of opt-in subscribers
- Ongoing Facebook promotion
- Ongoing Twitter promotion

#### *Terms & Specs*

- 2 week minimum
- Standard You Tube Link

### CREATE A CUSTOMIZED VIDEO AD

Want to hear Steph & Brandi speak directly to their readers about your company! Let our resident lifestyle experts do the talking for you!

### SPONSOR A FAB & FRU WEB SERIES

Partner with Fab & Fru and become the premiere sponsor of a fun and innovative web series about lifestyle & finance!

### BRANDI & STEPHANIE'S ENDORSEMENT AS SPOKESWOMEN

- In Store Marketing
- Community Outreach
- Speaking Engagements







## CURRENT & PAST ADVERTISERS

Adorn, American Express Gift Cards, Angie's List, Angel Sunglasses, Baby Legs, Barnes & Noble, Coppola Winery, Crocs, Diapers.com, Eco-Gear, Gift Card Granny, Goldstar.com, Handbag Heaven, Jaime Earl, Jawbone, Kuhn Cookware, Maiden Form, Motorola, Orbitz, Pet Smart, Plow & Hearth, Plastic Jungle, Pro Flowers, R&B Cellars Wine, Restaurant.com, Spafinder.com, Seventh Generation, 6pm.com, Target, 3M, Thred Up, Turbo Tax, Urban Outfitters, Weleda, Yummy Earth Organic Candy.



## 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 **FOX**, the **NBC** and **CBS Morning News Shows**, as well as **KTIA** - the number one rated morning show in Los Angeles. They have been quoted as experts in the **Associated Press**, **Smart Money**, **New York Daily News**, **Bon Appetit**, **Frugal Foodie Cookbook**, **Good Housekeeping**, **One Wed**, and **Success for Women**. Brandi and Stephanie are also official Deal Pros and saving experts for **Savings.com**.

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





## 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

