

MEDIA KIT



WWW.SAVVYDAD.CO.UK
CONTACT@SAVVYDAD.CO.UK



OLLY CATOR

2017 Best New UK Money Blog Finalist

SavvyDad.co.uk is a UK based personal and family finance website catering for families looking to boost their income, budget better, save on existing costs and survive parental life.

MY AUDIENCE

PREDOMINANTLY FEMALE AND 25-34
LOOKING TO SAVE ON REGULAR
PURCHASES, SUPPLEMENT INCOME, AND
FUND LUXURIES IN A COST-EFFECTIVE WAY

81% FEMALE

19% MALE

COMBINED SOCIAL
21,300



DOMAIN AUTHORITY
22

 **17,400 FOLLOWERS**

 **1,200 FOLLOWERS**

 **2,600 FOLLOWERS**



HOW WE CAN WORK TOGETHER

FREELANCE, SOCIAL SHARING, SPONSORED POSTS,
SERVICE/PRODUCT REVIEWS, BANNER/NEWSLETTER
SPONSORSHIP, PRESS DAYS, PUBLIC SPEAKING,
BRAND AMBASSADOR, COMPETITION HOSTING

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Zeek



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RECENT STATS

* DECEMBER 2017

110,000+

SOCIAL MEDIA REACH
PER MONTH

3,200+

UNIQUE VISITORS
PER MONTH

4,100+

PAGE VIEWS PER
MONTH



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