

# SKINT DAD

where every penny counts

## Media Kit

### Ricky Willis



### About the author

Ricky Willis is the founder and author behind Skint Dad, a popular personal finance and lifestyle blog. He is also a regular columnist for Mirror Online and Moneywise, which is the leading personal finance magazine in the UK.

### About the blog

With the rising cost of living in the UK, households are struggling to make ends meet. Skint Dad aims to help families save and make money in their everyday living, by creating a wide range of easy to digest and actionable information with money as a central theme.

The overall aim of the site is to help families spend less, without living without.

### Blog stats for Dec 16

- Page views: 139,578
- Unique visits: 89,225
- Facebook likes: 17,097
- Facebook groups: 30,114
- Twitter followers: 10,050
- Pinterest followers: 13,817
- Domain Authority: 40
- Page Authority: 50

### Services

- Sponsored content/Advertorials
- Newsletter sponsorship
- Social media marketing
- Giveaways and competitions
- Freelance writing

### Benefits

- Engaged readership
- Increased brand awareness
- Wide demographic appeal
- Unique content
- SEO optimised
- Large off line reach

### Awards and recognition

- Headline Money, Financial Blog of the Year 2016
- SHOMOs, winner Money Blogger of the Year 2015
- SHOMOs, winner Best Frugal and Thrift Blog 2015
- Tots 100, Top 10 UK Dad Blogs 2015, number 1
- MAD Blog Awards Finalist 2015: Best Thrifty Blog
- MAD Blog Awards Winner 2014: Best Thrifty Blog
- Vuelio, Top 10 Business & Finance Blog, number 7
- Savoo's UK's Smartest Shopper, 2013

### As featured in



### Contact details

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