

SKINT DAD

where every penny counts

Media Kit

Ricky and Naomi Willis



About the authors

Ricky and Naomi Willis are the founders and authors behind Skint Dad which helps people save money by showing that every penny counts.

Having previously been in a mountain of debt, they know the burden of living on very little, but managed to become debt free by learning from past mistakes and following their own money saving tips and tricks.

About Skint Dad

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.

Blog stats for Sept 18

- Page views: 310,395
- Unique visits: 231,382
- Facebook page likes: 83,551
- Facebook groups: 234,504
- Twitter followers: 12,020
- Instagram followers: 8,795
- Pinterest followers: 17,970
- Domain Authority: 41
- Page Authority: 49

Services

- Sponsored posts
- Video creation
- Newsletter promotion
- Social media promotion
- Recipe creation + post
- Press trips
- Giveaways and competitions
- Freelance writing
- Brand ambassadorships

Readers

- Average age 25 – 45
- 70% of readers are women
- 84% are from the UK
- 75% of social media referrals are from Facebook
- Interests include shopping, food & dining, investing, family and travel

Awards and recognition

- SHOMOs People's Choice Award 2017
- Headline Money Awards Financial Blog of the Year 2016
- Santander UK Financial Media Awards, finalist for the Money Blogger of the Year 2016
- Best Podcast, Vlog or Social Media SHOMOs 2016, for Reduce Your Supermarket Spend
- SHOMOs Money Blogger of the Year 2015 & 2016
- Tots 100, Top 10 UK Dad Blogs 2015, number 1
- MAD Blog Awards Winner 2014: Best Thrifty Blog
- Vuelio, Top 10 Business & Finance Blog, number

As featured in



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