

# 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 content with money as a central theme.

### Blog stats for Aug 20

- Page views: 310,395
- Unique visits: 231,382
- Facebook page likes: 107,800
- Facebook groups: 290,222
- Twitter followers: 13,100
- Instagram followers: 13,900
- Pinterest followers: 19,976
- Newsletter subscribers: 29,850

### 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

- Best Money Saving Blog 2018 & 2019, UK Money Blogger Awards
- Best Money Making Blog 2019, UK Money Blogger Awards
- SHOMOs People's Choice Award 2017, 2018 & 2019
- Money Blogger of the Year 2015, 2016 & 2018, UK Money Blogger Awards
- Headline Money Financial Blog of the Year 2016
- Santander UK Financial Media Awards, finalist for the Money Blogger of the Year 2016
- Vuelio, Top 10 Personal Finance Blog

### As featured in

**Mirror**

this morning

**BBC**  
RADIO

YOUR MONEY. YOUR LIFE  
**Moneywise**

**THE Sun**

**DAILY EXPRESS**  
THE WORLD'S GREATEST NEWSPAPER

StepChange  
**MoneyAware**

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