

MEDIA KIT



FRUGAL *and* THRIVING
enjoy good living for less

www.frugalandthriving.com.au
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ABOUT FRUGAL AND THRIVING



Frugal and Thriving is a blog for people who don't just want to survive; they want to thrive on a budget.

Founded in early 2009, Frugal and Thriving is a long-running Australian blog that shares personal finance and frugal living tips.

The philosophy of the website goes beyond simply saving money; many readers have an interest in simple, sustainable living.

Topics covered on the blog include stress-free money management, healthy eating on a budget, household management, natural living, cutting expenses, and DIY.

COMMUNITY

updated February 2018

Pageviews:
113,000/month

Unique Visitors:
64,000/month

Facebook:
8,300

Pinterest:
6,900

Subscribers
3,100

ABOUT MELISSA GOODWIN

Hi, I live on the Sunshine Coast in Queensland, Australia with my husband and two school-age children.

I am an Australian-based personal finance and frugal lifestyle writer, Amazon author and long-term dollar-stretcher, passionate about frugal living. Before creating Frugal and Thriving, I worked as an accountant.

I aim to help people empower themselves to manage their finances better and to live a happy, healthy, thriving life, no matter what their budget.



FEATURED IN:

- * Australian Money Magazine
- * RUTH magazine
- * The Sunshine Coast Daily (syndicated across APN publications).
- * The Age Melbourne (syndicated across all Fairfax publications including the Sydney Morning Herald)
- * Woman's Weekly Magazine
- * The Daily Mail UK.
- * The Sunday Mail
- * Archived by the Australian national Library
- * Ranked 33 in the Top 100 Frugal Living blogs by [Feedspot](#) (global)
- * (links available [here](#))

"You know, whenever I get off course...distracted...back to my 'ole silly spending ways...all I need is one click, on your blog... and I'm back to feeling a part of 'family'...your constant motivation - uplifting and encouraging frugal messages inspire me daily!"

- Izabella

AUDIENCE

50% Australian
79% Female
56% Age: 25 - 45
Interest include:
Family
Budgeting
Bargain Shopping
Home décor and organization
Quick and Healthy Eating
Green Living



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PREVIOUS PARTNERS:



SPONSORED POST OPPORTUNITIES

Looking to connect with your audience through content marketing?

Frugal and Thriving offers sponsored posts written in the same conversational style as a regular article. These posts offer valuable solutions to the readers while highlighting your brand or product.

Frugal and Thriving partners with brands that resonate with our target audience. Being selective about who we partner with maximises the value of your sponsorship. It ensures you are speaking to a receptive audience that is aligned with your brand's values.

All sponsorship opportunities include social media amplification (Facebook x 2 and Pinterest) and are sent to the Frugal and Thriving email list.

Sponsored posts are written with SEO in mind and can increase brand exposure for many months or even years.

DISCLOSURE: Frugal and Thriving Blog conforms to proper disclosure guidelines. All links within sponsored posts are no-follow links.

Contact me at melissa@frugalandthriving.com.au to discuss sponsorship rates and campaign details.

ARTICLES READERS LOVE:

- * [Australian Money Management Apps](#)
- * [Eating Healthy on a Tight Budget](#)
- * [Homemade Ice Block Recipes](#)
- * [Frugal Tips from Our Grandparent's Era](#)
- * [An Alternative to Plastic Bin Liners {And Ways to Reduce Waste}](#)
- * [Creating a Simple Budget](#)

"Melissa, this is the best thing I've read on this subject in ages! Pinning and tweeting."

- Jean