



About Us

Alex & Cassie Michael are a fun and upbeat couple that love to save money and help our readers stretch their budget in every area of life! We offer a unique perspective from other financial bloggers as we speak to both men and women sharing from both of our perspectives.

Our story is powerful. We woke up over \$100K in consumer debt and paid it off in just over seven and a half years. We communicate to families there is a light at the end of the tunnel and we help them to meet their every financial goal.

The Benefit to You

By working with our brand your company will gain exposure to a reader demographic specifically ready to shop – and a highlight on our site is a recommendation to them that we support your business.

Our readers know if we promote a company they need to listen. They trust our recommendations and appreciate our insights.

Always remember – thrifty living is not necessarily the base bottom price – but the best value for the money. As such, when we recommend your brand to our readers they know we are offering a great product for a great value.

Companies/Brands We've Worked With

White Cloud Bloggers
Savings.com DealPros
Parent's Choice
Dominos
Kroger
Delta Faucet
Tyson
Total Wireless

Jiffy Lube
All You Magazine
Yoplait Original
Rainy Baby
Vtech
Yum Earth
Pillsbury

Featured by

Time Magazine
All You Magazine (Savings Star)
Readers Digest
11 Alive News (Atlanta, GA)
Salt Lake Tribune
Better Home and Gardens
Deseret Morning News

At a Glance

Views/Mo.*: 289K
Pageviews/Mo.*: 205K
Unique Visitors/Mo*.: 230K
Email Subscribers: 20.7K

Google PageRank: 3
Alexa Traffic Rank: 21K

Facebook Fans

Facebook.com/thethriftycouple 358,449

Twitter Followers

Twitter.com/thriftycouple 8,490

Pinterest Followers

Pinterest.com/thriftycouple 61,271

Instagram Followers

Instagram.com/thriftycouple 877

* November '15 Google Analytics

We also love working with brands to customize the right exposure to our readers.

info@thethriftycouple.com

Opportunities Available

✓ 10% discounts are available for small businesses.

Traditional Ad Spots –

- 125x125 lot, one of 6 available monthly, \$75
- Above the Fold 728x90 ad, \$1,500

Social Media Outreach – a cost effective option includes pushing your link and graphic out to our audience on each platform as outlined:

- Facebook & Twitter \$75
- Pinterest & Twitter \$50
- Facebook, Pinterest & Twitter \$125

Featured Posts - Many of our advertisers have time sensitive deals, specials or information they want to share with our readers. In order to guarantee placement on the site at a mutually agreed to and scheduled time, we offer a Featured Post option. This is a post, written by Cassie and/or Alex, announcing some type of deal, special and/or sale for your business. You will supply us with some text, bullet points, and a graphic or two. The final content will be written with the intent to get your message across, but in the voice of Cassie and Alex. In addition, the post will be pushed out to our social media audiences on Facebook and/or Twitter. Cost: \$250 per post

--- [View an example of a Featured Post](#) ---

Featured Giveaway - For times when our advertisers want to post a giveaway on our site at a scheduled, guaranteed time and collect the entrants information, we now offer a Featured Giveaway.

This is a giveaway hosted on your site, but promoted on TheThriftyCouple.com and to our Facebook and Twitter audiences. This increases your benefit as it allows you to collect name and email information from the people who enter—a value that's immeasurable. Please note that our giveaways generate hundreds of entries. Product value must meet a \$500 minimum requirement (can be one product or the same product for several winners). Cost: \$300

✓ We accept PayPal (debit, credit, e-check) or check.

✓ Payment must be received in full before ad begins running.

✓ We only run content (including ads, posts, giveaways, etc.) that we feel are a good fit for our readers. Consequently, all ads must be approved by The Thrifty Couple in advance.

We reserve the right to refuse advertising or to refuse to run an ad if we find it to be objectionable or not in line with the spirit of TheThriftyCouple.com.



allyou

Named #6 Overall Best Money Saving Blog in 2015 by All You Magazine

[infolinks WOTY](#)

Are you interested in advertising with us?

Send an email to Info@TheThriftyCouple.com