



DEBT FREE MOM

MEDIA KIT



HI, I'M CARLY HILL

I'M A PERSONAL FINANCE CREATOR AND HOME FINANCES EXPERT.

I began managing my family finances as a 20 year newlywed and college student living on student loans and minimum wage. I learned through years of trial and error how to build and stick with a budget system that balanced financial progress and personal contentment. What started as a hobby has grown to help thousands of women and families build realistic budgets that work for their real life and enable them to meet their money goals!

THE DEBT FREE MOM AUDIENCE

MY AVERAGE FOLLOWER IS A 25-44 YEAR OLD FEMALE BASED IN THE USA.

- My followers are a loyal and enthusiastic group of women who want to break away from mindlessly buying things and instead find quality that can add to their life.
- They seek out items and services that truly benefit them, not just take up space in their home.
- Many of them are mothers who hold the purchasing power of their household.

ACTIVE MEDIA CHANNELS



INSTAGRAM

53.4k
FOLLOWERS
@DEBTFREE.MOM

- Avg. Posts Per Week: 3-6
- Avg. Engagement Rate: 4%
- Avg. Story Posts Per Day: 15-30
- Avg. Story Views: 5,500
- Month-over-month follower growth rate: 8.4%



DEBT FREE MOM PODCAST

2.6k
AVERAGE WEEKLY
DOWNLOADS

- Updated Weekly
- Published in Audio & Video Formats
- Apple Podcast 5.0 Rating (119 ratings)
- Lifetime Downloads: 73k



EMAIL LIST

10k
SUBSCRIBERS

- 3-5 emails per month
- Avg Open Rate: 63%
- Avg Click Rate: 2.96%



FEATURE YOUR BRAND WITH DEBT FREE MOM

INSTAGRAM

- **STORIES:** My audience consistently engages in conversations that I start through Instagram stories. This feature allows for great discussion, Q&A, and easy redirects to your brand's website or social channel.
- **FEED POSTS:** Feed posts are a great compliment to stories, offering my audience a static place to discover and engage with your brand.
- **REELS:** Positioning your brand as a solution to a problem that my audience experiences is a proven formula to an engaging, shareable video.

EMAIL NEWSLETTER SPONSOR

The Debt Free Mom newsletter is sent at least once a month. Sponsoring the newsletter presents your brand to the entire email list and allows direct links to your brand page.

MULTI CHANNEL FEATURE

Looking for a custom combo of YouTube, Instagram, Podcast, or email content? Let me know! We'll find the right combination to meet your goals.

CUSTOM CONTENT FOR YOUR BRAND CHANNEL

I will create customized content that you can post directly to your brand channel, with messaging tailored specifically to your audience.

THE DEBT FREE MOM PODCAST



AUDIO SPONSORSHIP OPPORTUNITIES

MID-ROLL AD

- 2 ad spots midway through the program
- 30 seconds
- Host Read ads only

PRE-ROLL AD

- 1 ad spot after the intro, before the main program
- 30 seconds
- Host Read ads preferred, Programmatic ads accepted

POST-ROLL AD

- 2 ad spots after the program credits
- 30 seconds
- Host Read or Programmatic ads accepted

All audio ads are placed dynamically. Ad agreements are based on total impressions OR date ranges.

Popular Episodes



[28. Tidy Up Your Budget & Life with Tyler Moore of Tidy Dad](#)



[25. Personal Finance for Gen Z with Mya](#)



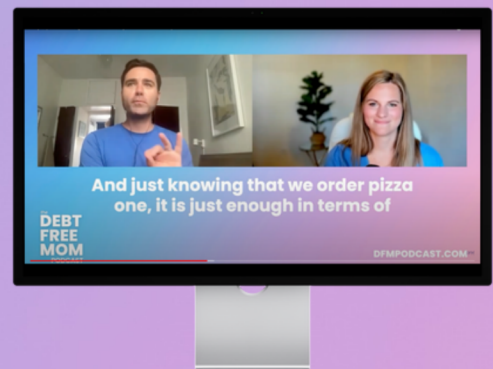
[30. Overcoming Overspending with Paige Pritchard](#)

VIDEO SPONSORSHIP OPPORTUNITIES

EPIISODE SPONSOR

- 1 sponsor per episode
- Host read mid-roll ad placement

All video sponsorships delivered through baked-in ads. Episode sponsorship agreements are based on total average total views and number of episodes sponsored.



LET'S WORK TOGETHER!

If you're ready to team up, contact me at carly@debtfreemom.co with information about your product and what you envision the sponsorship to be.

We can talk through your goals and come up with a customized package of features to help your campaign succeed. I look forward to working together!

DEBT FREE MOM



Carly Hill

OWNER & CEO

PAY PERIOD BUDGETS + HOME FINANCES



carly@debtfreemom.co



www.debtfreemom.co



[@debtfree.mom](https://www.instagram.com/debtfree.mom)