



helping you live your life, Inexpensively.



MISSION STATEMENT

The inexpensively network provides a whole lifestyle concept for savings. We compile weekly lists for grocery store deals, suggest ideas on living your life for less, offer tips on finding the best savings and encourage our community to be charitable even on a budget. We connect a network of individuals from around the country to provide families with the most up to date and accurate savings tools in their own communities. In short, we encourage families to maximize their budgets so they can use some of their savings to help improve their neighborhood.

WHY ADVERTISE WITH US?

Inexpensively.com provides the best of everything frugal in one location. By utilizing our tips and tricks we make sure that the primary shopper in the household maximizes the family budget and doesn't have to sacrifice standard of living. The shoppers who use our site want to find the highest quality products for the greatest possible value. By providing the most current and localized information, our reach expands beyond those who already live frugally to those who recently became interested in saving money.

Advertising with Inexpensively indicates to your target audience that you are committed to maintaining affordability to a mass audience. Our target audience is mostly bloggers and internet savvy individuals who want to maximize their family's budget. Bloggers are 11% more likely to earn an annual household income of \$75,000 or greater. These bloggers utilize internet resources more frequently to maximize weekly grocery spending in addition to the entertainment budgets in the household. This audience, mostly women ages 25-44, drives community shopping habits and charitable giving.

OUR REACH

As people have been looking for new ways to save money in an uncertain economy, our readership has steadily grown. We are now expanding our network to a wider, nationwide audience in an effort to help families across the country live more inexpensively. In our first month alone, our site has grown from exclusively in Central Indiana to a presence in four states – California, Georgia, Indiana and Kentucky. Future growth is planned as we finalize agreements with partners in other states. As the rapidly-growing community expands, our numbers are constantly increasing. We will do our best to update them frequently, as they become available, but please feel free to contact us for the latest information.

IN THE NEWS

- RTV6 Evening News (ABC affiliate), July 31, 2009
<http://bit.ly/RTV6Marsh>
- Fox59 Morning News, Stretching Your Dollar Online, April 23, 2009
<http://bit.ly/Fox59SYD>
- Franklin Daily Journal, Green Thumbs Pay Off, March 21, 2009
<http://bit.ly/FDJgarden>
- Indy Moms magazine, Save This! Meet Our Cover Mom, March 2009
- Fox59 News, Money Works, November 27, 2007
- Fox59 Morning News, Shopping Smart, August 2007-February 2009
- Indianapolis Star, An Appetite for Saving, July 19, 2007
- Chicago Tribune, Coupon Clippers Clean Up, May 8, 2005
<http://bit.ly/Tribunecoupon>
- CBS Evening News, Hidden Price of Web Coupons, April 22, 2005
<http://bit.ly/CBScoupon>



ADVERTISING OPTIONS

We are looking for advertisers who will provide a good fit for our current community of users. We have a variety of options and pricing to fit your company's budget, including localized advertisement for the states in our network. We offer brand recognition through banner advertisement and event promotion through sponsored deal alerts. You can also align your brand with Inexpensively by sponsoring a site section, reminding our readers each day that your business supports their need for an affordable lifestyle. We can help create an advertising package that works for you.

CONTACT US

If you are interested in advertising with us or would like more information, please email Heather at info@inexpensively.com or complete our contact for at <http://inexpensively.com/contact>.