

Katie
S A V E S

MEDIA KIT

KATIE WATKINS

UK MONEY BLOGGER

about the blog

Katie Saves is written by 31 year old wife and mum, Katie Watkins. Created to document the drop in income whilst on maternity leave and now helps others on low incomes to make more money and save money.

It tackles money mindset, promoting good money management skills and is an honest account of a low-income household.

Readers say that articles are written in a helpful and easy to understand way making it possible for them to take action on their finances.

It was shortlisted for 2 awards in the 2019 UK Money Bloggers SHOMO Awards.

about the readers

The readers of Katie Saves are predominantly female (90%) and categorise into the following age brackets:

25-34 ~ 40%. 35-44 - 25%. 45-54 - 15%. Other - 20%

They come to Katie Saves looking to save money and increase their income.

social media



10,846



948



922



504



statistics

Domain Authority: 30

Page views: 7,000

Sessions: 5,000

Pinterest monthly

viewers: 100,000

Instagram Engagement: 2.41%

rates on request