



FAMILY SAVVY



ABOUT FAMILY SAVVY

Jamie started Family Savvy in 2011 to share recipes and homemaking skills with a group of women in her church's small group. Since then, Jamie has shared over 500 recipes and started The SavvyCast. She and her husband, Zane, are empty-nesters with 3 grown daughters and a goldendoodle named Tucker.

STATISTICS

199K

INSTAGRAM
FOLLOWERS

2.5M

MONTHLY IG
VIEWS

170K

MONTHLY SITE
PAGEVIEWS

7.9K

YOUTUBE
SUBSCRIBERS

4.6K

MONTHLY
PODCAST
DOWNLOADS

11K

FACEBOOK
FOLLOWERS

NEWSLETTER

- **10K** highly-engaged email subscribers
- **46%** average open rate
- **6%** average click rate

NOTABLE PARTNERS



MAIN TOPICS

EASY MAKE-AHEAD RECIPES
STRESS-FREE HOSTESS TIPS
MIDLIFE STYLE & FASHION
SKINCARE & BEAUTY FAVORITES FOR 50+

@FAMILY_SAVVY



CONTACT

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