

## ABOUT THRIFTY JINXY



ThriftyJinxy.com is dedicated to helping readers live a fabulous life on a frugal budget. By spending less on the boring everyday stuff, you can have more money to SPLURGE on the things you really want, whether it's travel, fashion, tech – you name it!

Thrifty Jinxy features the best in food and recipes, DIY, thrifty tips, travel, entertainment, pets, fitness and more.

## A FEW BRANDS WE'VE WORKED WITH



### ABOUT CHRYSA DURAN

Chrysa Durán lives in the Minneapolis area. She first founded ThriftyJinxy.com, a site dedicated to living a fabulous life on a frugal budget in 2008 with the approach that by spending less on the boring everyday stuff, you can have more money to SPLURGE on the things you really want.



Owner/Editor

Chrysa's additional sites include JinxyKids.com, ThriftyMinnesota.com and JinxyBeauty.com.

Chrysa is married, has a 9-year old nephew she dotes on, as well as three lovable cats and a big sweetie of a German Shepherd.

### AUDIENCE PROFILE

**102K**

MONTHLY UNIQUE VISITORS

**89%**

ARE FEMALE

**149K**

MONTHLY PAGE VIEWS

**84%**

FROM THE US

**156.3K**

SOCIAL MEDIA FOLLOWERS

**45%**

AGED 24-44

**9.8K**

EMAIL SUBSCRIBERS

**56%**

MOBILE USERS



**21K**

@ThriftyJinxy



**91.5K**

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**14.2K**

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**27.1K**

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**2.5K**

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Taste of Home

