

Frugal Florida Mom

Live Your Best Life... On A Budget!



Tracy Shaw

I'm an award-winning journalist, creator, runner and mom of two children living in SW Florida. A few years ago I left my corporate career to become a stay-at-home mom and created Frugal Florida Mom to give people advice on living their best life on a budget. I write about life, travel, fitness, saving money, crafts, parenting and more.

BLOG
STATS
JULY 2019

71K
PAGEVIEWS

95%
OF READERS ARE
WOMEN

13K
UNIQUE VISITORS

80%
OF READERS ARE
25-54



5,000+ Followers
@FrugalFloridaMom



1,300+ Followers
@Frugal_FL_Mom



10,000
Email
Subscribers



1,300+ Likes
@FrugalFloridaMom



5,100+ Followers
1.4M Monthly Viewers
@FrugalFLMom

COLLABORATIONS

- Sponsored Posts - Social Campaigns - Brand Ambassadorships
- Product Reviews - Events & Travel

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