



THE HOLY MESS

The Holy Mess, theholymess.com, is a website strengthening women as they grow in faith & lose weight.

Audience

- 95% women
- 75% Ages 40-60
- 80% in United States
- 70% interested in weight loss
- 40% Weight Watchers members

Monthly Reach

Page views - 350,000-450,000 per month.

Email subscribers - 55,000

Email open rate 26% & 5% click-through rate

Course Enrollments - 13,300

Monthly Membership - 200

Available For

- Sponsored posts
- Recipe creation
- Email promotion
- Social media promotion, including IG stories & videos
- Creative thinking & collaboration



Meet Sara

SARA BORGSTEDE SPEAKER, WRITER, MENTOR

Sara is a writer, speaker, and 130+ pound weight loss success story.

Her website, The Holy Mess, reaches millions of readers.

Sara helps women lose weight and grow in faith, with an impressive 38,000+ people completing free weight loss challenges under her guidance to date.

Her book, ***Fear Less: 30 Devotions for Courageous Faith***, is available on Amazon.

She is a Weight Watchers Lifetime member at her goal weight and follows a Whole Food, Plant Based diet.



8 GROUPS
WITH OVER
25K MEMBERS



4.9M
MONTHLY
VIEWS



5,600
FOLLOWERS



4.5K
SUBSCRIBERS

