

Karin Price Mueller Bio

NJMoneyHelp.com was founded by Karin Price Mueller, an award-winning journalist who has been answering money and consumer questions for decades via The Star-Ledger, Inside Jersey, Consumerist.com and other trusted resources. When she's not managing NJMoneyHelp.com, Karin writes the Bamboozled consumer affairs column for NJ.com and The Star-Ledger, New Jersey's largest newspaper. In 2010, Karin was the recipient of The Financial Planning Association's Heart of Financial Planning Award and in 2009, she received the Distinguished Service Award from the group's New Jersey chapter. Mueller's writing has won many national and local journalism awards, including honors from the Society of American Business Editors and Writers (SABEW) and the New Jersey Press Association. Before writing became her main focus, Karin was the executive producer of CNBC's The Money Club, where she led the team that won the network's first ever Cable ACE Award for Business and Consumer Programming.

NJMoneyHelp.com ANALYTICS

NJMoneyHelp.com had nearly 100,000 unique visitors to the site in its first 11 months, with those visitors clicking on an average of 5.21 posts per visit. Pretty good for a small and targeted site. Of those visitors, 66.8 percent are returning visitors who have been to the site before, and the rest are new visitors. That means those who visit the site come back for more, and at the same time, we have a substantial number of new visitors to the site (which as they return, makes the "returning visitors" category climb.) For our weekly e-newsletter, on average, 69.7 percent of recipients opened the email compared to a "media and publishing" industry average of 16.7 percent. Of those, 56.7 percent click on at least one link in the newsletter. That compares to an industry average of 3.1 percent.