

# The numbers.



## SITE STATS.

- 1.1 million pageviews per month
- 51% direct traffic, 42% of readers visit us at least once a day!
- 85% of our audience is *women, ages 18-34*
- Nearly 1,000 contributors writing for TFD

## TFD ACROSS THE WEB.



22k Likes



40k Followers



155k Subscribers



15k Followers

(TFD +  
Chelsea's  
platforms!)