

THE FINANCIAL DIET

..... *by 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.



40k Likes



30k Followers



580k Subscribers



80k Followers

TFD