

THE FINANCIAL DIET

Who we are.

.....

The Financial Diet is the premier destination for young women to talk about money and all it touches.

Whether the topic is fashion, travel, careers, or relationships, we drive a conversation that is open and un-intimidating — one where everyone is welcome, not just financial experts. We are not the place to get yelled at about investment strategy. We're just a really good conversation about money with your smart friends over drinks.



By the Numbers.

.....

3 Million

monthly views across YouTube and web

653,000

YouTube subscribers

215,000

Social media followers

**As of April 2019*



Our video channel is the largest women's personal finance channel on YouTube.

In just three years, we've cultivated an extremely engaged community of women who come back every week for our relatable hosts and smart, actionable advice.

41.4 Million Total Views*

3 Weekly Original Series

653,000 Subscribers

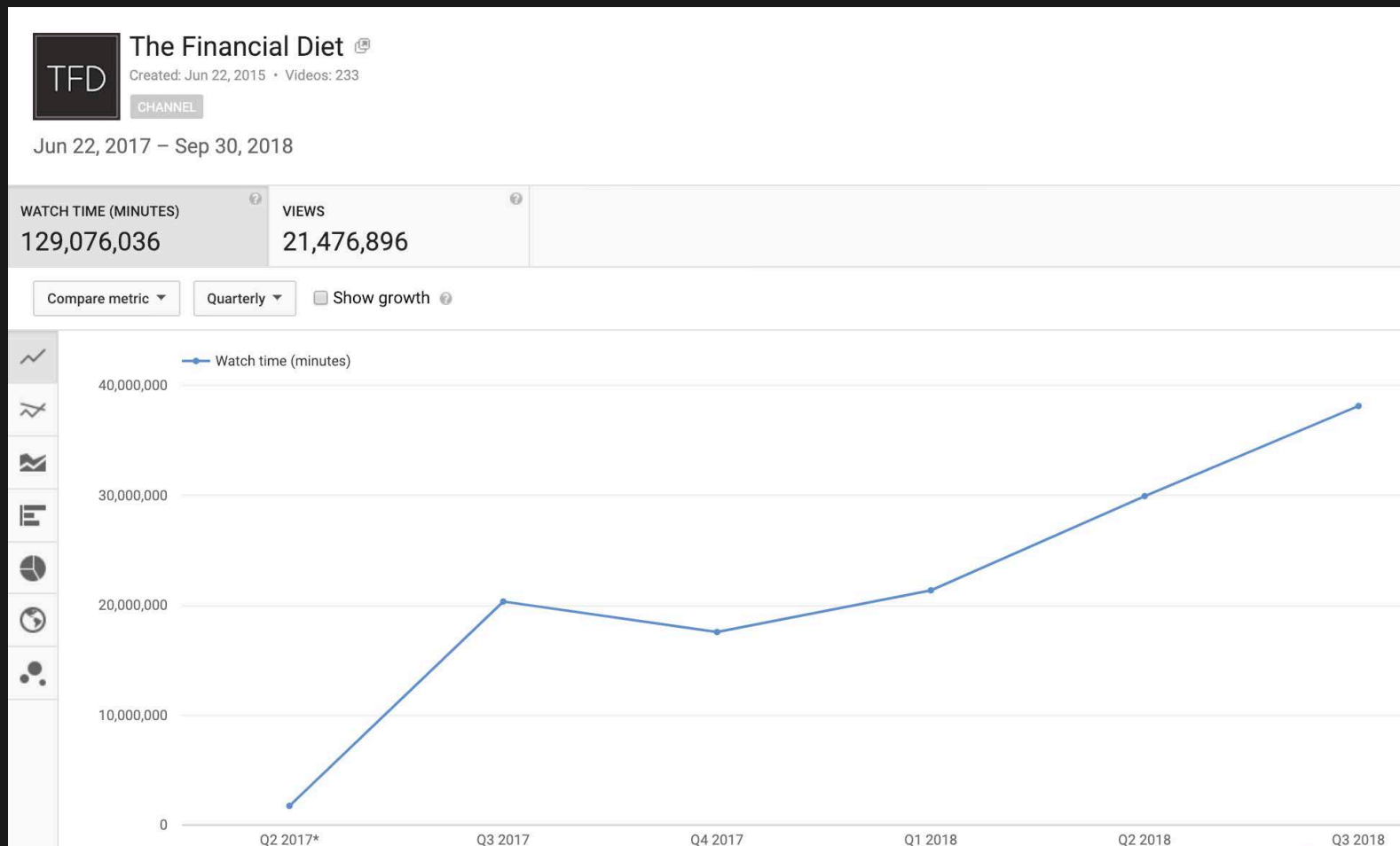
14 Million Minutes of Watch Time per Month

**Since launching in 2015*



2,000% Growth

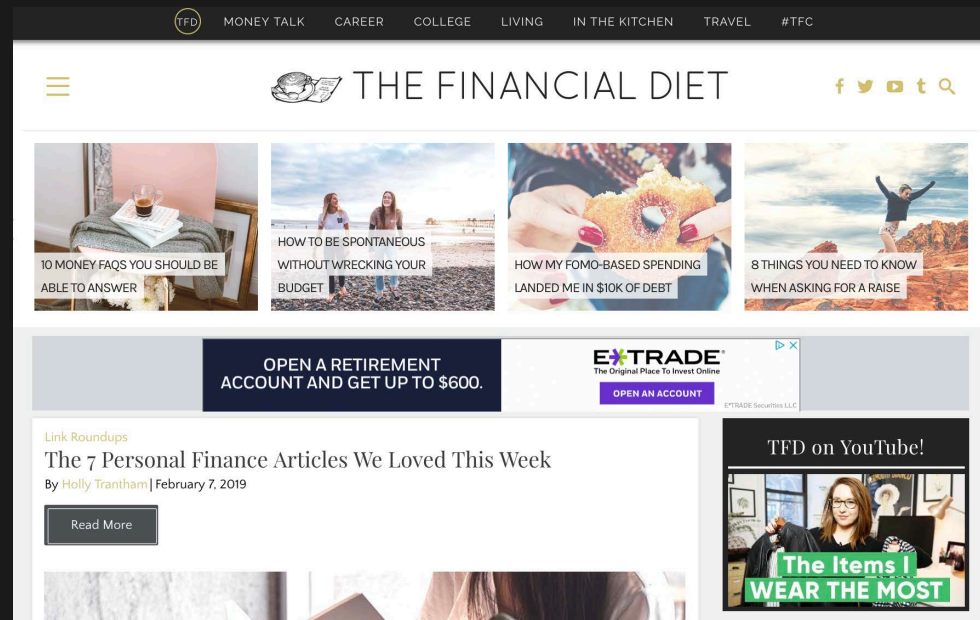
in both YouTube subscribers since Q2 2017 (now at 637k)



**The Financial Diet,
our editorial site.**

Our website gives our audience the daily guidance & motivation to succeed.

- New stories every day
- 1mm PVs/month
- 1,000+ contributors
- Weekly opportunities for sponsored editorial



MONEY

TRAVEL

CAREER

COLLEGE

LIVING

KITCHEN

Our social media communities connect millions of women to like- minded people and brands.



152,000 Instagram Followers

- 10mm impressions/month
- 3,000-5,000 avg Likes/Post



45,000 Facebook Followers

- 3.5k highly-active members
in private group



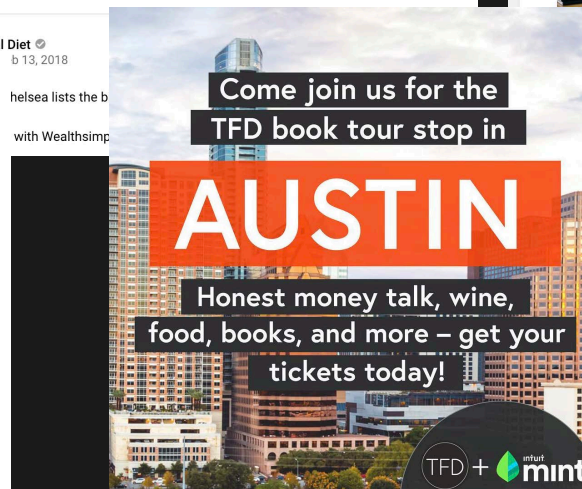
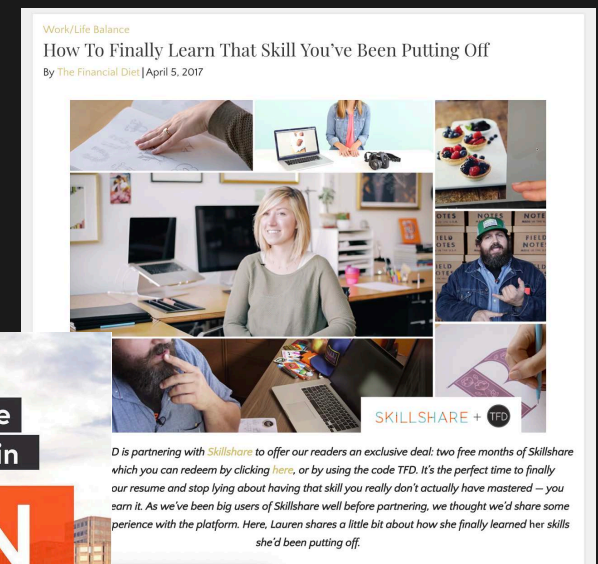
31,000 Twitter Followers

- 1.4mm monthly reach



The Financial Diet for brands.

We've partnered with more than 50 brands to create custom content that drives conversions, including TurboTax, Mint, Wealthsimple, Progressive, CreditRepair, Blue Apron, T-Mobile, and many more.



The Financial Diet + Mint/Intuit

In 2017 and 2018, The Financial Diet partnered with Mint to launch a 10-city national tour, bringing its signature brand of honest money talk to live audiences for the first time ever. The partnership -- which extended to an ongoing series of custom social and editorial content -- was hugely resonant, reaching millions of young women with the message that true financial health is possible, if you have the right tools.



Mackenzie Newcomb
@MackinStyle

Following



Shoutout to [@TFDiet](#) book, which encouraged me to join [@mint](#) + completely pay off my credit card bills (started the year with ~6k 🙌) Financial freedom is beautiful!!

7:24 AM - 19 Mar 2018



britt
@brittblythe

Follow

Just downloaded [@mint](#) & experienced a financial epiphany/severe heart palpitations. Thank you [@Chelsea_Fagan](#) & [@TFDiet](#) for changing my life!

7:32 PM - 11 Sep 2015

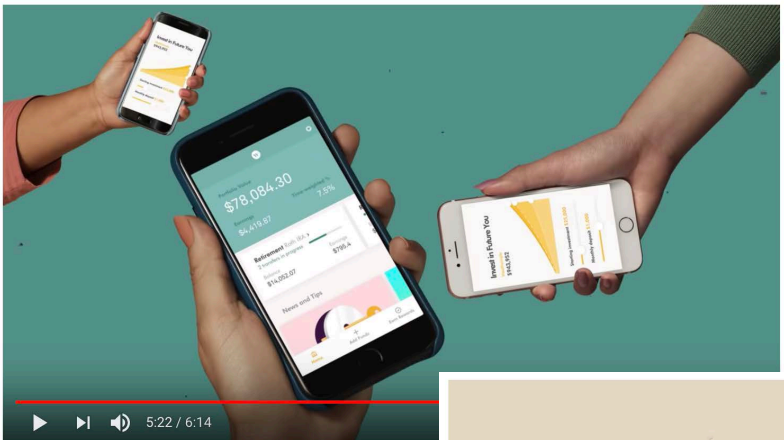
BY THE NUMBERS

- 10** Events in 10 cities
- 47** Co-Branded Social Media Posts
- 6** Co-Branded Custom Articles
- 3** Facebook Live interviews with Mint reps



The Financial Diet + Wealthsimple

Wealthsimple was the exclusive investment sponsor for The Financial Diet in 2018 and continuing into 2019. launching two original YouTube series on our channel: "The Lifestyle Fix" and "Making It Work." Our co-branded content generated more than 1M views and drove 5,000+ registrants through integrated YouTube videos, social posts and editorial.



How I Saved \$50,000 By 25 While Making \$15 An Hour

233,329 views

TFD The Financial Diet
Published on Jan 10, 2019

TFD viewers get a \$50 cash bonus for getting started!

WEALTHSIMPLE.COM/TFD

How I Saved \$50,000 By 25 While Making \$15 An Hour | Making It Work

233,329 views

TFD The Financial Diet
Published on Jan 10, 2019

Still trying to figure out how to save money? In the inaugural episode of Making It Work...



thefinancialdiet • Following

thefinancialdiet Did you know only less than 60% of women have a retirement savings? Don't neglect your finances until it's too late, that's why we're partnering with @Wealthsimple to get as many women investing in themselves as we can, and TFD followers get a special \$50 bonus! This holiday season, give a gift to Future You at wealthsimple.com/TFD (link in bio).

Load more comments

kels_farrell @thefinancialdiet are you familiar with Ann Hughes? She created The Female Effect which addresses this and she educates women and financial advisors all over the country. You'd like her

erica.lauren24 @mikefife1 thank you for mansplaining.....

👍❤️🗨️🔖

👤👤👤 Liked by hollyadairantham and 3,338 others

DECEMBER 15, 2018

Add a comment...



Kelsie Walters @kelsiedeanna · 30 Oct 2018

I just took what feels like the final step toward real adulthood: I have an investment account! (by 24 years old, which I never thought possible) @Wealthsimple @TFDiet @Chelsea_Fagan

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