



THE FINANCIAL DIET

Media Kit 2020

The logo for The Financial Diet (TFD) is a black circle with the letters 'TFD' in white, sans-serif font.

Who We Are

The Financial Diet is the premier destination for millennial 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 or the lack of zeros in your savings account. We're just a really good conversation about money with your smart friends over drinks.

Reaching more than 150 million women since launching in 2015, we provide our audience with inspiring videos, in-depth features, and how-to content via a highly successful YouTube channel, integrative website, and social media community.

Our all-female team empowers our audience to take control of their finances and build the lives they want.





Chelsea Fagan

CEO/CO-FOUNDER

Chelsea began TFD in 2013 as a personal blog for tracking her own effort to be better with money, quickly gaining an audience of women who related to her story. She is the author of two bestselling books including *The Financial Diet: A Total Beginner's Guide to Getting Good with Money*, and hosts two YouTube shows.

Annie Atherton

COO, MARKETING

Annie joined TFD to lead sales, marketing, and business development. She has worked on hundreds of branded content campaigns for TFD and other media companies.

Lauren Ver Hage

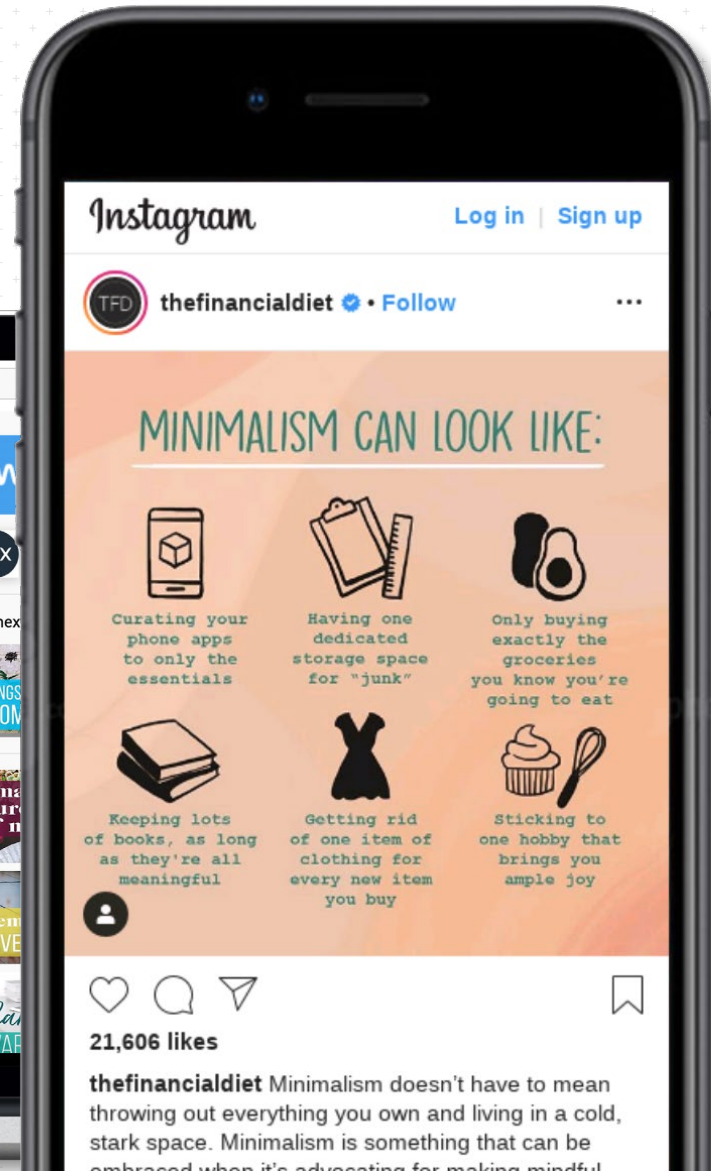
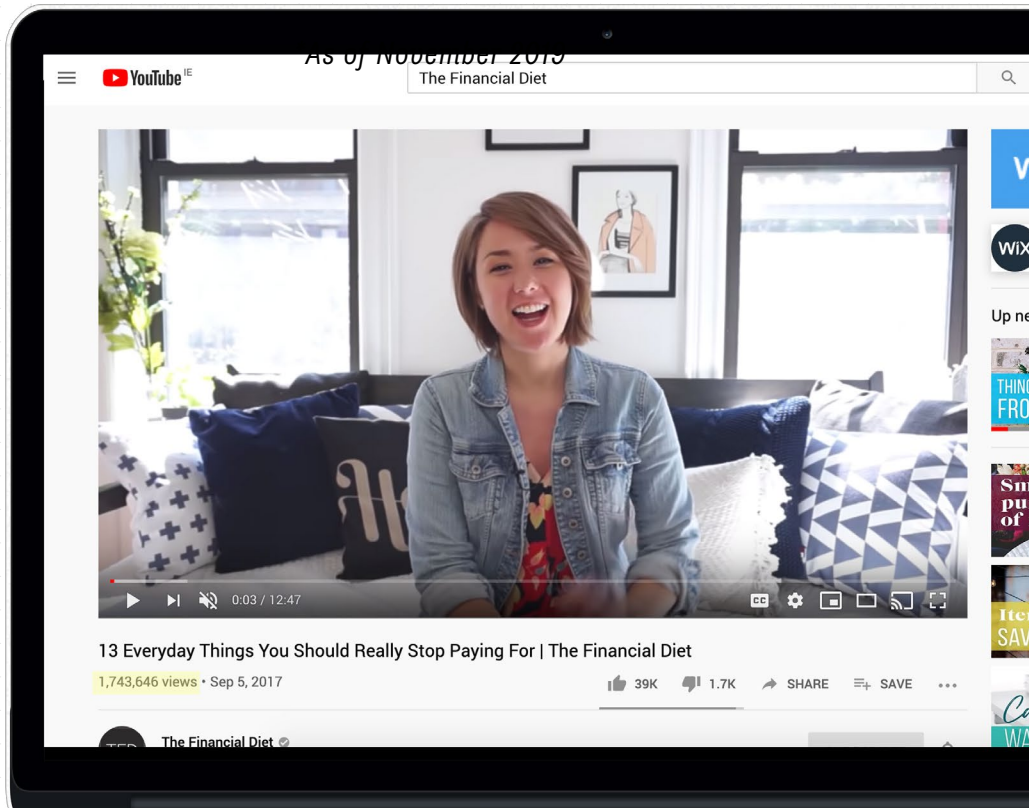
DESIGNER, CO-FOUNDER

Lauren co-founded TFD with Chelsea. As a professional graphic designer, she built the brand's visual identity, while co-hosting a show on YouTube, writing many of its first articles, and designing its namesake book.



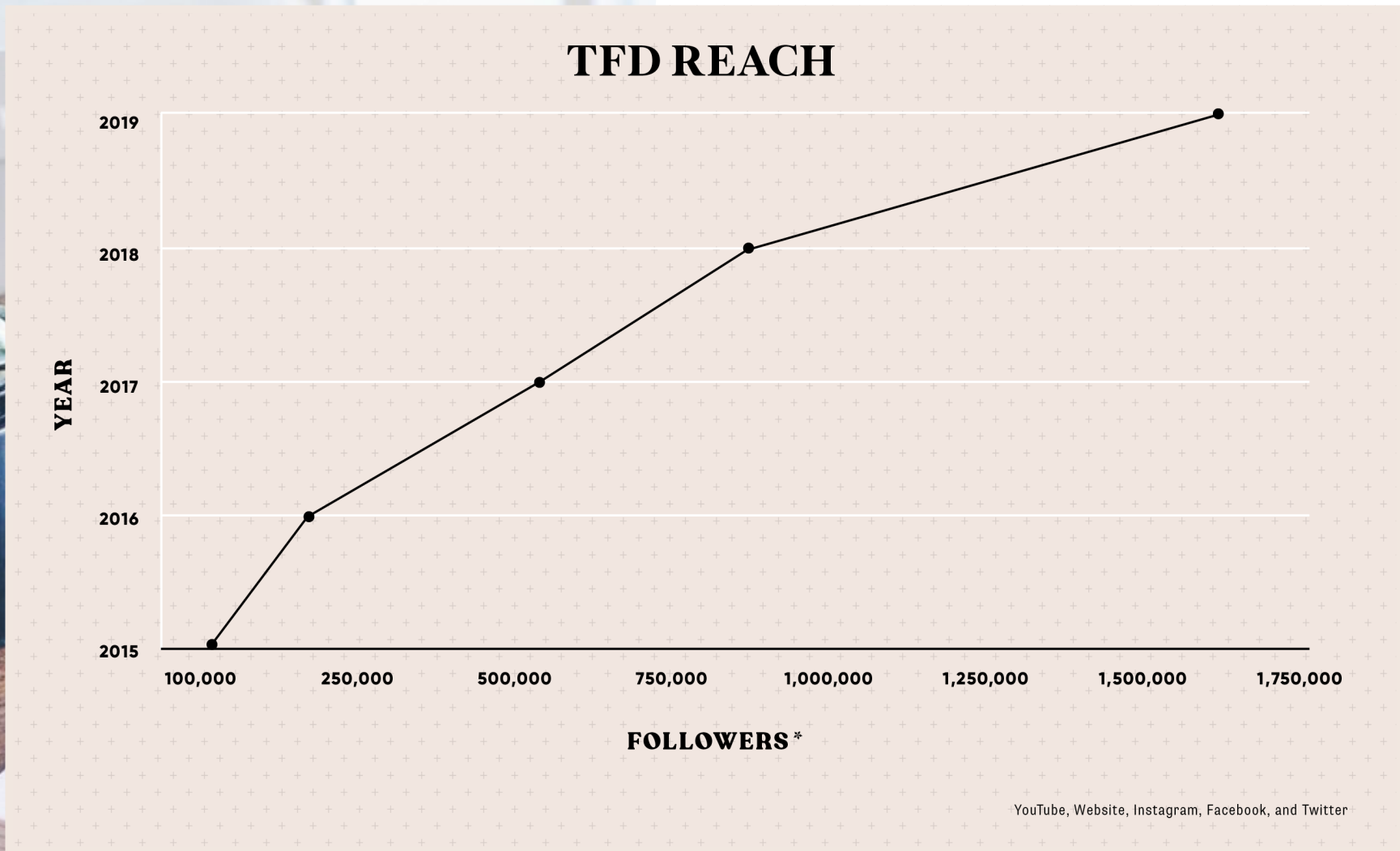
By The Numbers

- 741,000 YouTube Subscribers;
100,000 avg. views per YouTube video (after 30 days)
- 1mm monthly website pageviews
- 353,000 Instagram Followers
- 50,000 Facebook Followers
- 40,000 Twitter Followers
- 15,000 Email Subscribers





Our following has grown by more than **10x** in less than five years.





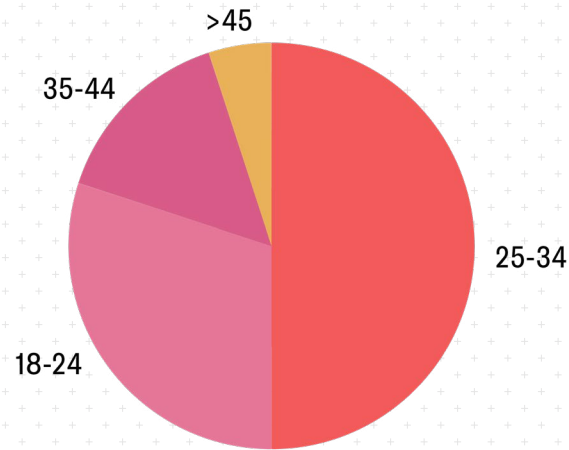
Our Audience

METRICS

Women: 90%

Average Household Income: \$70k+

Age Range:



Top Cities:

NYC: 10%
Chicago: 5%
Los Angeles: 3%
Washington DC: 2%
Seattle: 2%

Top Countries:

U.S. : 75%
Canada: 8%
U.K. : 6%
Australia: 3%
India: 2%



TFD on YouTube

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.

- 55 Million Total Views*
- 3 Weekly Original Series
- 741,000 Subscribers
- 14 Million Minutes of Watch Time per Month

THE SHOWS

'THE FINANCIAL CONFESSIONS'

Launched in 2019 in partnership with Intuit, this is an hour-long interview series hosted by TFD Co-Founder Chelsea Fagan and featuring a variety of high-profile guests.

Airs every Monday and is also released as a podcast.

'THE FINANCIAL DIET'

Our first and longest-running show, this 10-15 minute educational series is hosted by Chelsea Fagan.

Airs every Tuesday.

'MAKING IT WORK'

An illustrated essay series featuring a new person's money-related story every week.

Airs every Thursdays.

Making It Work, episode 1:
**How I Saved \$50,000 By 25
While Making \$15 An Hour**
by Shannon Miller





Brand Partnerships

HOW WE WORK WITH BRANDS

At The Financial Diet, we aim to create a seamless integration of sponsored content into our editorial and video content calendar. We offer a limited number of sponsored placements available each month, strengthening each brand's message to ensure maximum exposure and engagement from our readers. We offer category exclusivity* to brand partners in the following categories: **Banking, Investing, Taxes/Budgeting, and Credit Cards**. This ensures that partners in these key categories receive 100% share of voice during their tenure with TFD.

Our in-house team brainstorms weekly to develop original content to meet our brand partner's goals. Whether you are looking to increase brand awareness or drive traffic to a particular product or service, our team keeps your ROI and KPIs in mind when creating a unique concept tailored to each partner's particular needs.

The Financial Confessions

Brought to you by **intuit.**

turbotax quickbooks mint

Welcome to the Financial Confessions!

35,639 views • Nov 18, 2019

1.5K 31 SHARE SAVE

TFD thefinancialdiet 37w

5 Things You Might Be Able to Deduct to Maximize Your Tax Refund!

Brought to you by **@turbotax**

See More

TFD thefinancialdiet

TurboTax lets you click to connect with real CPAs who can help you figure out which deductions you can claim. Don't wait to file.

“Saving to build an emergency fund or for another big goal can be anxiety-inducing, especially if you're the kind of person who likes to have full control and visibility over their money (ahem, me). I resisted setting auto-transfers from my paycheck to a savings account for a long time, because I wanted to decide for myself how much was left over to save each month. It was actually a financial advisor who made me see I was approaching savings backwards: I should have been saving first, then seeing how much was leftover to spend each month.

Now, a chunk of my paycheck goes right from deposit to savings, and guess what? I barely notice, because instead of having to do the math myself, it just feels like the money was never there to begin with.”

TFD + **M&T Bank**

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Swipe up to get started today!

@turbotax

See More



READY TO GET STARTED?

Please Contact

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