



# THE FINANCIAL DIET

Media Kit 2021

The logo consists of the letters 'TFD' in a white, sans-serif font, centered within a dark grey circle. This circle is positioned in the top right corner of the page, partially overlapping a background image of a calendar and a plant.

TFD

## 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 balance. 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 an incredibly engaged community on social media. Our all-female team empowers our audience to take control of their finances and live a well-rounded life.







## 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

- 870,000 YouTube Subscribers;  
80,000 avg. views per YouTube video (after 30 days)
- 1.3mm monthly website pageviews
- 730,000 Instagram Followers; 10k avg. Likes/post
- 55,000 Facebook Followers
- 48,000 Twitter Followers
- 60,000 Email Subscribers

As of November 2019  
The Financial Diet



13 Everyday Things You Should Really Stop Paying For | The Financial Diet

1,743,646 views • Sep 5, 2017

39K 1.7K SHARE SAVE ...

Instagram

Log in | Sign up



thefinancialdiet • Follow

...

### MINIMALISM CAN LOOK LIKE:



Curating your  
phone apps  
to only the  
essentials



Having one  
dedicated  
storage space  
for "junk"



Only buying  
exactly the  
groceries  
you know you're  
going to eat



Keeping lots  
of books, as long  
as they're all  
meaningful



Getting rid  
of one item of  
clothing for  
every new item  
you buy



Sticking to  
one hobby that  
brings you  
ample joy

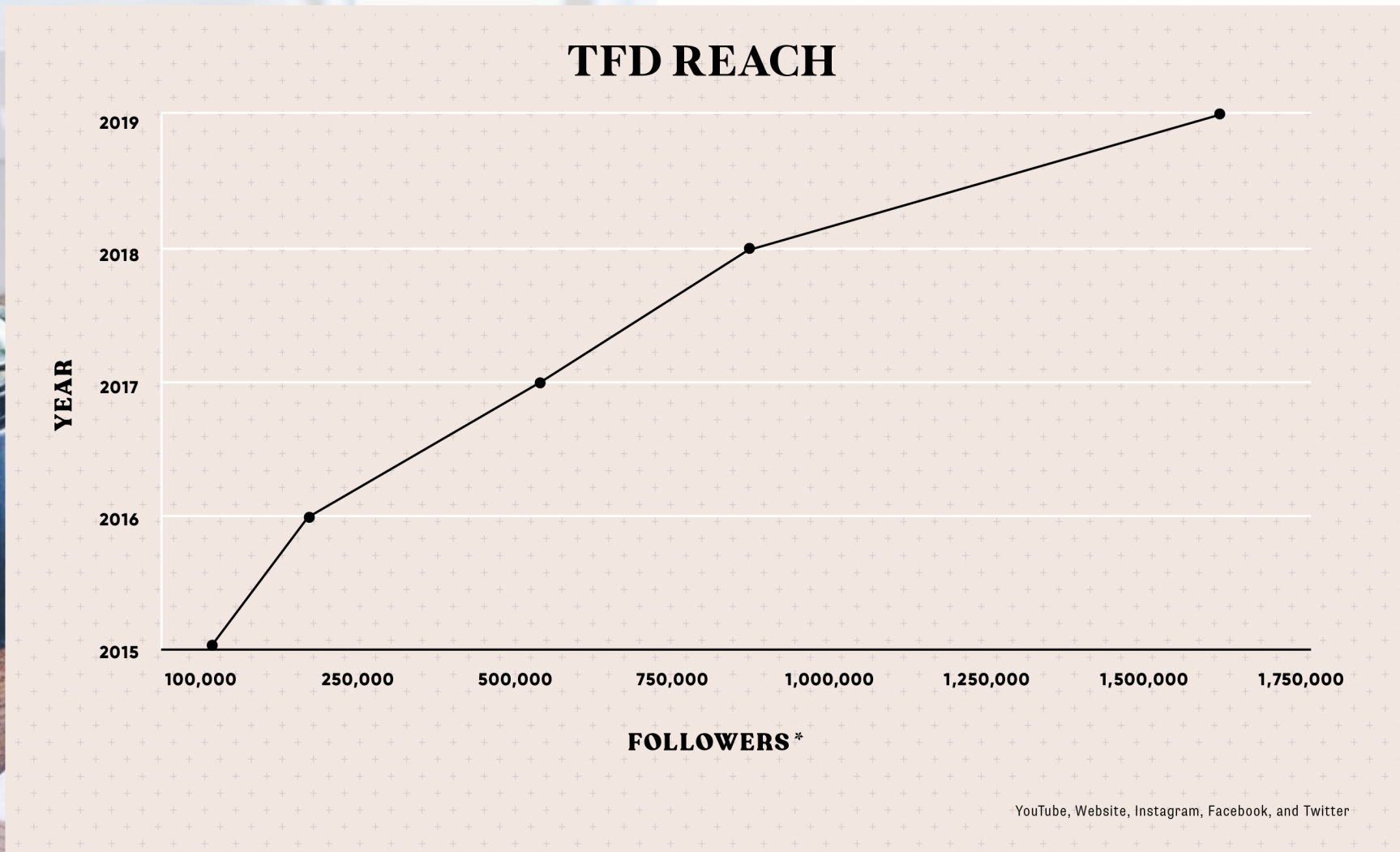


21,606 likes

thefinancialdiet Minimalism doesn't have to mean throwing out everything you own and living in a cold, stark space. Minimalism is something that can be embraced when it's advocating for making mindful



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







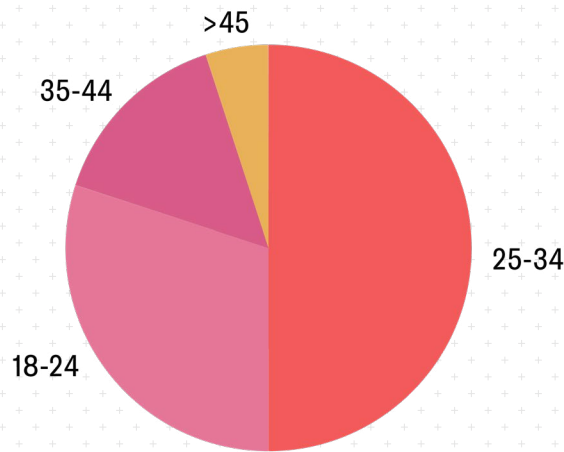
# Our Audience

## 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.

- 81 Million Total Views\*
- 2-4 New episodes published every week
- 870,000 Subscribers
- 14 Million Minutes of Watch Time per Month

### THE SHOWS

#### 'THE FINANCIAL CONFESSIONS'

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

*Was also released as a podcast on Spotify, iTunes, Stitcher, and GooglePlay.*

#### '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 Thursday.*

*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

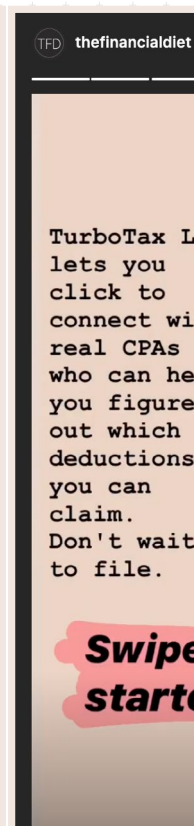
Brought to you by  
**intuit.**

turbotax quickbooks mint

Welcome to the Financial Confessions!

35,639 views • Nov 18, 2019

1.5K 31 SHARE SAVE



"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."



**Swipe up to get started today!**

@turbotax

See More >





## CASE STUDIES

### Wealthsimple

#### ***Our exclusive investing partner 2+ years***

Through a two + year exclusive partnership with TFD, our online investing start-up partner has seen enormous success with TFD's branded content campaigns hitting all of their internal ROI targets. They've launched two weekly YouTube series with us: "Making It Work" and "The Lifestyle Fix," and sponsored dozens of social posts and articles.

#### Key KPI's:

- TFD has directly-driven 22% of their U.S. customers and \$5mm+ in deposits
- 5 million video views to-date on branded video content
- 1 sold-out, 150-person event in Toronto



### M&T Bank

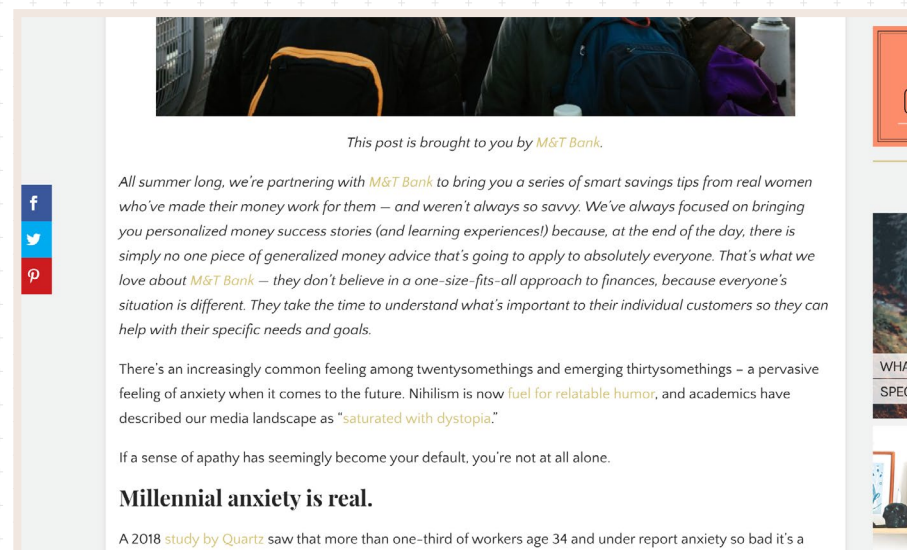
#### ***Our official banking partner for 18+ months***

Through 10 custom Instagram videos, five articles, and two special events for our exclusive banking partner, we brought their brand to a new generation of women who weren't familiar with their offerings. Each event featured representatives from the bank alongside a panel of influential creatives and entrepreneurs to create a cohesive brand story with conversions at top of mind.

#### Key KPI's

- Two sold-out, 100-person events in key brand markets in the Mid Atlantic Region
- 100,000+ views on branded content and climbing

**\*Minimum buy in for category exclusivity is 6 months**





We look forward to  
working with you!

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