



THE FINANCIAL DIET



Who We Are

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



We all have that one friend who is scary-good with money that's TFD to our community of millions.

Our audience is:

Highly educated with high earning-potential

96% have a college education

Most earn \$75k+ with 36% \$100k+

Career-driven and enterprising

Mostly mid-career professionals who work full-time

39% do some form of freelance work

72% are interested in owning their own business one day

In their formative financial decision- making years

87% Millennial + Gen Z
Mostly single and not parents / not yet parents

91% make financial decisions on their own or with their partners

Loyal to TFD

97% trust the information they consume from TFD

85% make financial decisions from TFD

78% make purchasing decisions from TFD

The TFD Difference

TFD sits uniquely at the nexus of women's lifestyle, personal finance and self-improvement/professional growth outlets in the media landscape.

Broad interest in personal finance, might be female

 **nerdwallet**

 **The PENNY HOARDER**

 **DAVE RAMSEY**

Might be interested in personal finance, might be female

Broad female audience, might be interested in personal finance

BUSTLE

THE CUT



REFINERY29

GLAMOUR



Create & Cultivate

the muse

Our Platforms



Each of our channels gives our audience a distinct way to learn, connect, and reach their goals.



YOUTUBE

**975,000
Subscribers**

TFD is the largest female-focused personal finance channel on YouTube.



WEB

**1.5MM Monthly
Pageviews**

Our website started out as Chelsea's personal budget blog, and has since published hundreds of different voices.



DIGITAL EVENTS

**100k+ attendees
to date**

Launched in summer 2020, our digital events have proven wildly popular



SOCIAL

**-1MM+ across Instagram,
Facebook, Twitter and TikTok**

Our Instagram community is extremely engaged -- posts average more than 10k organic likes per post, making our average engagement higher than any other personal finance Instagram account.



EMAIL

**30% OR + 3%
CTR**

Our weekly eNews includes exclusive deals, tips, and content.

2H 2022 Content Calendar

YouTube	Social	Events	Newsletter	Podcast
Money in America YouTube Capsule Series The Finances of Beauty YouTube Capsule Series Pop Culture Portfolio YouTube Capsule Series	Building a Life While Renting Instagram Reels Series Safe for Work Instagram Reels Series	The Mid-Year Reset Online Conference The Investing Dinner Series Multi-City Tour TFD Life Advice Online Conference	Mindful Mondays Newsletter Takeover	The Money Hotline Podcast Capsule Series

Always-On Content Calendar

YouTube	Social	Events	Newsletter	Podcast
Ads and Fully-Integrated Video Sponsorships during our regularly published shows: The Financial Diet (new episodes every Tuesday) and Making It Work (new episodes every Thursday)	Custom Designed In-Feed Grid Posts with Distribution across TFD Instagram, Facebook, Twitter and/or LinkedIn, Custom Instagram Stories Series , IGTV, IG Live	Custom co-branded workshops	Sponsorship of regularly published TFD Newsletters (sent every Monday)	The Financial Confessions Season 3

Money *in* America

Hosted by Chelsea, this series will tackle how American culture has totally normalized financial hardships. With mid-terms happening in Q4, more people will be thinking about politics. And while these may not be overtly political topics, they will address things we think of as “normal” (e.g. figuring out childcare with no government support) that end up costing people thousands a year, but don’t have to.



Chelsea Fagan

Presenting Sponsorship Opportunity

- 100% Advertiser SOV on all 4-Capsule Series Episodes
- 1x Fully Customized Capsule Series Episode created on behalf of your brand
- 360-degree custom content creation and distribution across TFD Social Media and Newsletter Channels
- Added value promotion on co-host's top channels

TFD

*Full Proposal
available upon
request

TFD

POP CULTURE Portfolio

season 2

Revitalizing our popular series by the same name from early 2020, Pop Culture Portfolio host, Tiffany Ferguson, will dive into a money-related pop culture topic in each episode. Our most popular episodes from Season 1 include: *The Dangerous Myth of the #Girlboss*, and *Carrie Bradshaw: The Original Influencer*.

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TIFFANY
FERGUSON

TFD

TFD

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The Finances of Beauty

with Lorry Hill



Lorry Hill

A deep-dive on the intersections of beauty, social media, celebrity culture, and finance, this content series will explore the ways that money and beauty standards influence each other, from the rise of injectables to the finances of "Instagram Face."

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How To Be A Business Owner 101

A beginner-friendly retreat for new small business owners and emerging entrepreneurs



If you are a new small business owner, thinking of bringing your side hustle to the next level, or just want to learn more about entrepreneurship, this is the perfect beginner-friendly retreat for you. Over the course of this half-day intensive, we'll be working with real small business owners to cover the basics of being your own boss, learn the common pitfalls of growing a business, and master the ins and outs of bringing in revenue while keeping costs low.

Presenting Sponsorship Includes:

- **Dedicated event programming** such as:
 - Workshops or panel discussions featuring experts from your company with attendee Q&A
 - Live product demonstrations
 - Additional custom programming opportunities
- **Prominent logo placement** on event promotional materials
- **Co-branded promotional content** distributed across TFD's social media accounts and email newsletter
- **Past digital event sponsors:** SoFi, Squarespace, Wealthfront, Acorns, The American Institute of CPAs



TFD

**Full Proposal available upon request*



The Mid-Year Reset

Financial Keystone Conference

Building on our hugely popular 2020 conference The Big Reset, and including key elements of our more cornerstone financial health workshops, this early-summer conference will be the perfect opportunity for our community to rethink and refresh their financial habits and rethink their plans for the latter half of 2021. Featuring some of our biggest and most beloved speakers, this conference will be our flagship financial event of the year, covering topics ranging from investing, to student loans, to buying a home.



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The Life Advice Conference



Centered around the increasingly-relevant topics of burnout, mental health, feminism, and work/life balance in the era of The Great Resignation and women being set far back by the pandemic, this workshop-heavy, all-day conference will be the perfect place for the women of our community to center themselves and think creatively about their life choices in a constantly-changing landscape. The day will be all about lived experience and meaningful, action-oriented guidance, with mothers guiding mothers-to-be, 30-somethings teaching 20-somethings, and female leaders mentoring women just starting out in their career.

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- Additional custom programming opportunities

Prominent logo placement on event promotional materials

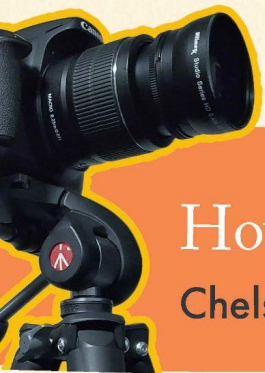
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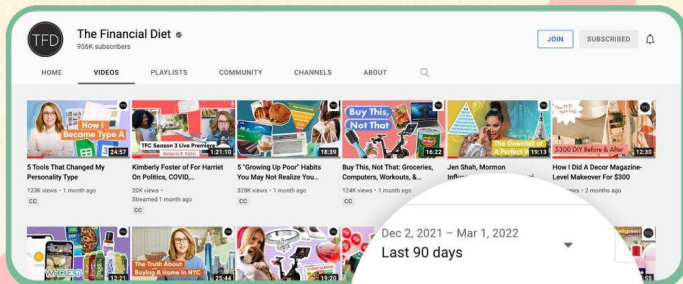
How To Build A Real Business On YouTube

Chelsea's YouTube Masterclass



Chelsea Fagan

In an exciting first for TFD, co-founder and CEO Chelsea Fagan will be personally hosting a multi-week **marquee class**, teaching both our community and broader aspiring YouTubers how to turn their YouTube channels and content into a sustainable business.



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the Investing Dinner Party

In this eight-city North American tour hitting our strongest markets, TFD CEO Chelsea Fagan and resident TFD investing expert Amanda Holden will be hosting a crash course investing workshop (our most popular digital event) meets networking dinner series. Our audiences are eager to get back in person, meet other like minded women, and use a fun evening out as a reason to get serious about their finances.



As a marquee, co-branded production with your brand, each stop on the series will help educate our audiences of 100-200 local women per stop, as well as have dedicated booths so the ladies can get started right away when they're done with the mingling and finger foods. Each event will also feature heavy social media coverage, interactive hashtags, and live-streaming to reach thousands more women at home.

Presenting Sponsorship Opportunity

8x Fully Produced 'Investing Dinner Party' Events with:

- Direct access to 100-200 of TFD Highest-value Community Members per Event
- 1x Social Grid Post with Always-on Promotion
- 2x Dedicated Email Event Promotions (Pre-Launch and Mid-Stream)
- 1x Custom YouTube Video Event Promotion
- Custom Printed Collateral Leave-Behind and On-site Branding + Logo Treatment

3-month Investing Vertical Ownership across all TFD Channels:

- 8x Native Editorials and Custom Landing Page
- 8x "Investing Tips" Newsletter Sponsorships
- 8x "Investing Tips" IGTV Videos feat. Amanda Holden with Instagram Stories Swipe Up

Added Value:

- 3-month Investing Category Exclusive
- 3-month LinkTree Takeover on TFD Instagram
- Email Capture for all Event Attendees

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Case Studies

The Financial Diet x Fidelity: #InvestingInMyself

2020 Full-Year Custom Content Partnership

Program Goals:

Increase brand awareness and affinity for Fidelity among millennial women as they launched their new app, Fidelity Spire.

Campaign Overview:

TFD leveraged a select group of popular, credible women in media and personal finance to talk about how they invest in themselves and how Fidelity can help our audience do the same. To supplement this, we published original branded content evenly paced throughout the campaign.

Campaign Highlights:

- **5 million social impressions on 15 influencer videos & 8 co-branded Instagram grid posts and stories**
 - 150k+ social engagements
 - Avg. 6k Likes and 3k Saves per grid post
- **2.1 million views on 16 branded YouTube videos**
 - Avg. 131k views per video
 - 74k Upvotes; 8k Comments

Components:

- 5-part Influencer series on Instagram (grid posts and stories posted on both TFD's and participants' IG accounts)
- 40 pieces of additional branded content (articles, custom social posts and YouTube videos)
- ROS banner media



Participating Influencers:



CHELSEA FAGAN
Founder, The Financial Diet
1.6mm social followers via TFD



TASHA COCHRAN
Founder, One Big Happy Life
35k social followers



JACLYN JOHNSON
Founder, Create & Cultivate
107k social followers



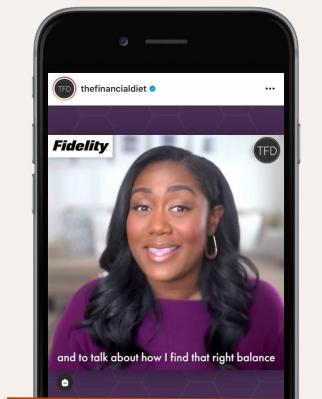
STEFANIE O' CONNELL
Personal finance expert, author
40k social followers



ERIN LOWRY
Personal finance expert, author
60k social followers

The Financial Diet x Fidelity: #InvestingInMyself

2020 Full-Year Custom Content Partnership

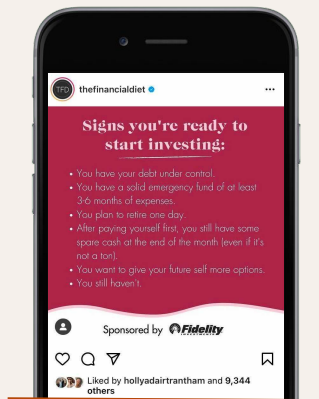


Influencer Series

Our five Influencers shared tips about investing in themselves in short video clips published on TFD's platform and their own Instagram platforms.

14 Sponsored Articles

Articles relevant to the topic of saving, budgeting, and investing were collated on a custom landing page hub on our website.



8 Custom Social Graphics & Stories

We combined catchy, inspirational, educational copy with direct calls-to-action to open an account with Fidelity.



Four-Part Custom YouTube Capsule Series & 16 "Bumper Style" YouTube Ads

Broke down the basics of investing into accessible, digestible content, hosted by TFD Founder Chelsea Fagan. In addition, 12 other regularly scheduled YouTube videos on our recurring weekly series were "brought to you by Fidelity."

The Financial Diet x Intuit

2020 Full-Year Custom Content Partnership



Program Goals:

Drive awareness for Intuit's suite of products: TurboTax, Quickbooks, and Mint.

Campaign Overview:

Intuit was the exclusive sponsor of TFD's first-ever podcast - "The Financial Confessions" - featuring hour-long interviews with money experts, celebrities, and creatives. The 35-episode series also aired on YouTube and included 3-5 ad spots per episode. In two episodes, we interviewed Intuit's in-house CFP/rep.

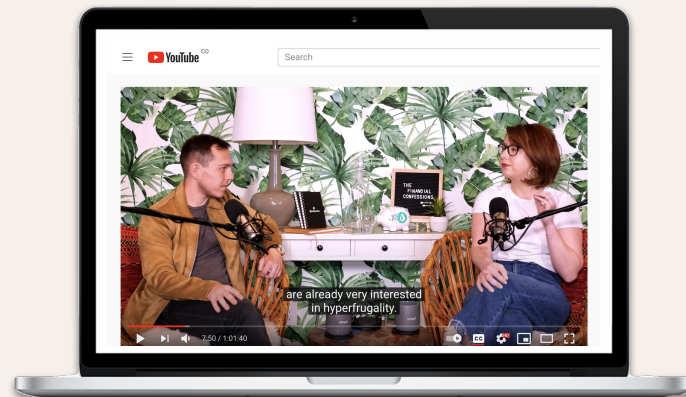
In addition, TFD founder Chelsea Fagan hosted an Instagram Live Q&A with Quickbooks answering our audience's questions about running a small business.

Campaign Highlights:

- **2.5 million views/listens on The Financial Confessions**
 - 5.6 million social impressions on supporting promo posts
 - 247k social engagements
- **20k views on IG Live**

Components:

- 35 episodes distributed on all major podcast networks + YouTube
- Co-branded social promotion for every episode
- 1 Instagram Live Q&A about small business



Example: Episode with personal finance expert Graham Stephen, with 270k views.

The Financial Diet x CreditRepair.com

2020 Full-Year Custom Content Partnership



Program Goals:

Align CreditRepair.com with positive, encouraging stories of real people to build affinity and drive customers.

Campaign Overview:

This campaign centered around a series of contests for our audience including *The Credit Olympics*, which gave 5 contestants the opportunity to compete in different categories with the help of CreditRepair, such as “highest increase in score” and “best utilization ratio.” Another contest centered around recent college grads, emphasizing that having a strong credit score will help them take their next steps in their lives. Supplementing this series was an even pacing of branded content throughout the year.

Campaign Highlights:

- **1.4 million views on 10 branded YouTube videos**
 - 40,200 total “Upvotes” (avg. 4.4k per video)
- **45,000 Likes on branded Instagram content**

Components:

- 3 Audience Participation Contests centered around building credit
- 9 “Bumper-Style” YouTube Sponsorships
- 13 Branded Articles
- 5 Branded Instagram Grid posts
- 7 Branded Instagram Story Series





Thank
You!

