

THE FINANCIAL DIET



THE LUXURY OF SPENDING LESS

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The Financial Diet began as writer Chelsea Fagan's personal budget blog, and quickly grew into a brand of its own with 10,000 subscribers and over 30,000 unique visitors per month. In late 2014, Chelsea left her Creative Director post at *Thought Catalog*, one of the most-visited publishers on the web, to lead *The Financial Diet* full-time.



2015 grant recipient from John and Hank Green's Foundation To Decrease World Suck.

“

I LOVE *THE FINANCIAL DIET*.

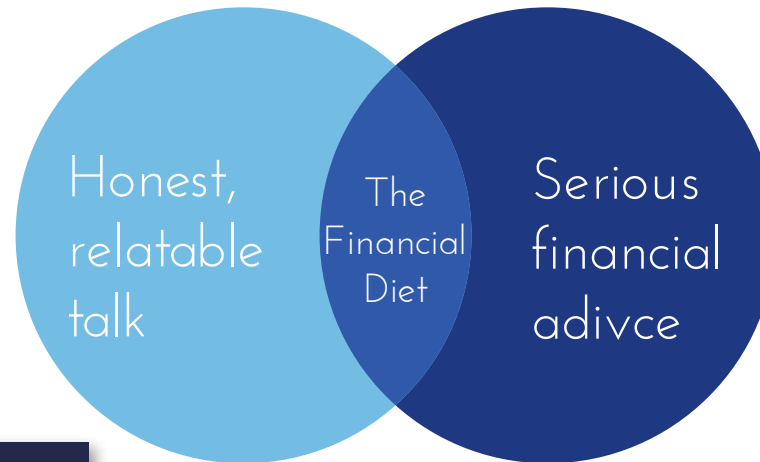
It's so great to see people discussing the realities of living inside the world, openly and objectively.

—HANK GREEN

”

WHAT WE DO

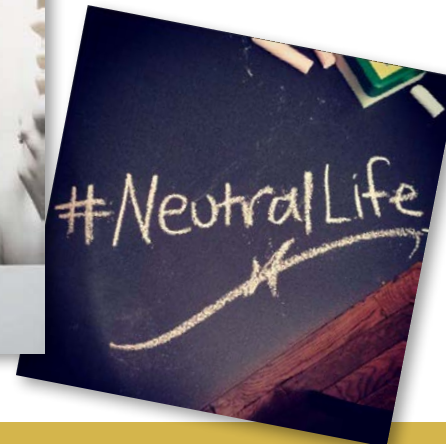
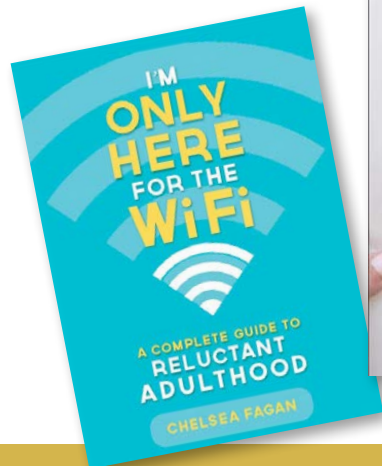
The Financial Diet combines Chelsea Fagan's relatable, lighthearted confessional style of writing with practical financial advice. Our content ranges from money-saving recipes, to budget tips, to stylish infographics on cheap travel.



Chelsea Fagan

Chelsea is a writer, copywriter, and former Creative Director whose branded and original work accrued millions of pageviews a month in her near four years at *Thought Catalog*.

Her work has appeared in a wide array of publications, from *New York Magazine* to *The Atlantic* to *Grantland*, and her 2013 book *I'm Only Here For The Wifi* was featured in bookstores and Urban Outfitters across North America and Europe.



Lauren Ver Flage

Lauren is a formally trained Art Director and multidisciplinary designer living and working in New Jersey, at a top advertising agency.

Lauren's focus is creating innovative, engaging and on-trend design for clients that spans the print, digital and social media landscapes. Her creative acumen has helped her build cohesive and meaningful campaigns for a wide range of clients.

Past clients have included Viacom, Nickelodeon, Listerine®, Vyvanse®, KALYDECO®, GSK and Johnson & Johnson.



THE FINANCIAL DIET IS A LIVING BRAND

We interact with our readers through Chelsea Fagan's sizable personal brand and TFD's own channels.

Monthly Unique Visitors: 30,000



10,000



16,000



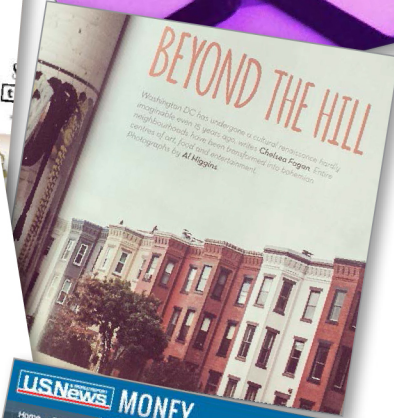
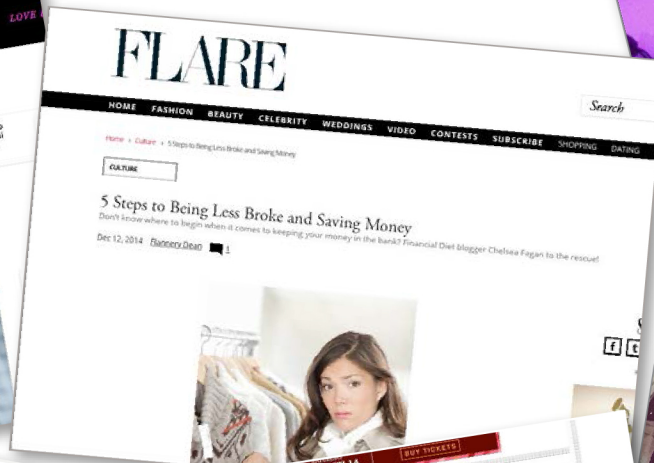
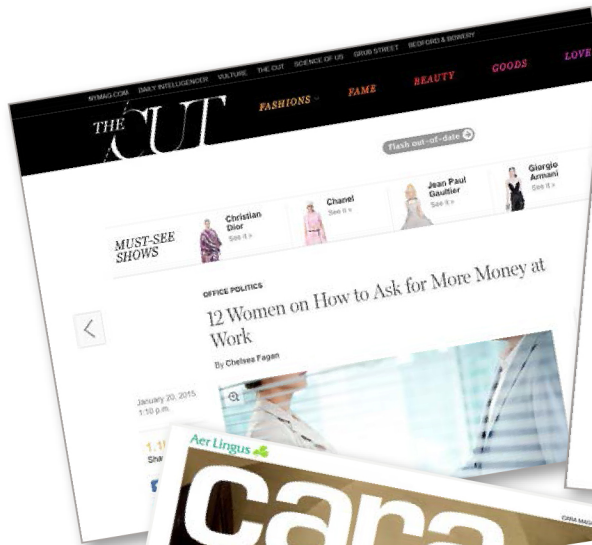
3,000



4,000

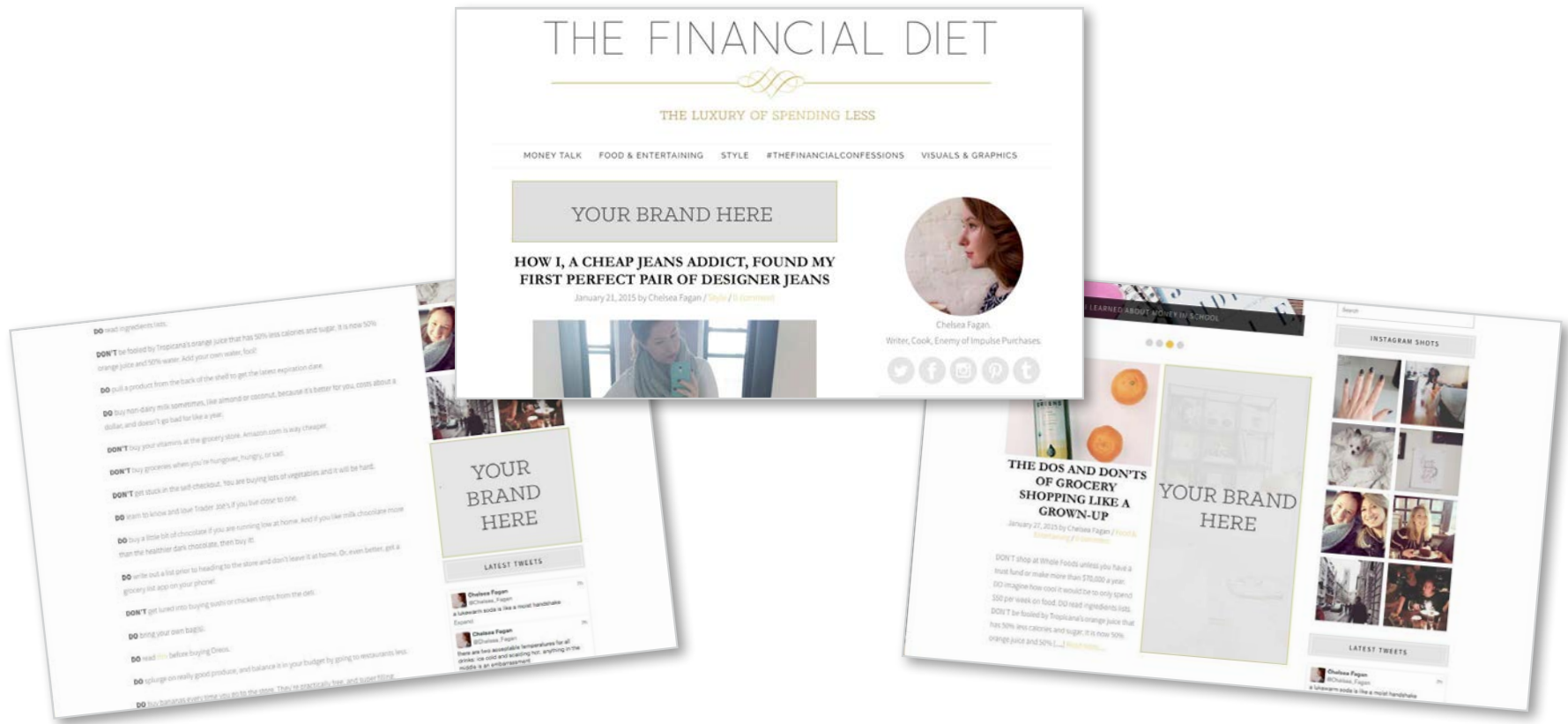
WE AVERAGE 150 SOCIAL ENGAGEMENTS PER POST.

TFD IN THE PRESS



ADVERTISING WITH US

We believe that excellent original content works hand-in-hand with clear, honest brand messaging. Chelsea and Lauren work with every campaign personally to create content that is useful, fun, and true to *The Financial Diet's* relatable honesty.



TFD IN

2015

The year '2015' is rendered in a bold, black, brush-stroke style. It is surrounded by a dynamic trail of gold-colored dots of varying sizes, which appear to be scattered or 'splattered' around the numbers, creating a sense of movement and energy. The dots are more densely packed around the '2' and '0', and become sparser as they trail off to the right.

The Financial Diet believes that all young women deserve financial literacy, independence, and sanity in their day-to-day budgets. This will be the year of living smarter for millennials, from the way we eat to what we wear to how we invest.

This will be the year that personal finance becomes sexy.

THANK YOU!

We look forward to working with you!

