



WOMEN'S PERSONAL FINANCE MEDIA KIT

Where life meets money.
Without the grind, the bros, or the bullshit.

About Us + Mission

Founded in 2018, Women's Personal Finance (WPF) is a community-driven platform empowering women and nonbinary people to build wealth without sacrificing their values. Founded by two millennial millionaires, **Regina Moore** and **Angela Rozmyn**, WPF centers on practical, peer-to-peer learning rather than top-down financial advice. We focus on authentic financial conversations that reflect the challenges real people face, emphasizing community over competition.

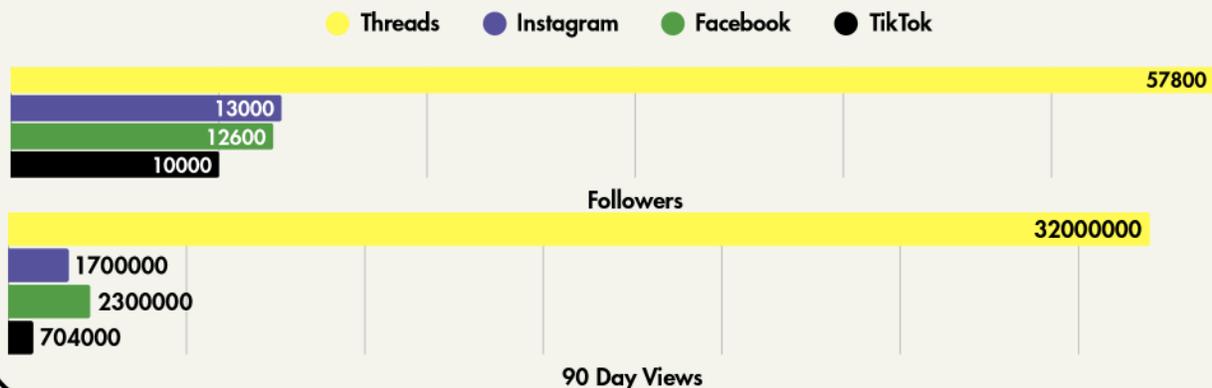
At WPF, financial empowerment means aligning wealth-building with community care, sustainability, and collective growth. We support each other through real-life money discussions, helping navigate the intersection of money and life in an inclusive, non-judgmental space.



Audience + Reach

- **The Importance of Multi-Platform Presence:** Social media platforms are inherently unpredictable, influenced by algorithms, public sentiment, and evolving platform policies. To safeguard our community and maintain consistent communication, we have prioritized building a robust email list and maintaining a presence across multiple platforms. This approach ensures that WPF remains resilient and adaptable, regardless of changes in the social media landscape.
- **Paid Community Members:** 800 across WPF Insiders and Woven.
- **Email List:** 17,500+ subscribers with a strong open rate of 45.2%.
- **Social Media Presence:**
 - FB page (12.6k), Public FB group (9.3k)
 - IG (13k)
 - Threads (57.8k)
 - TikTok (10k)
 - Bluesky (1k)
 - YouTube (1k)

Social Platforms: Followers V. 90 Day Views (August 2025)



WOMEN'S PERSONAL FINANCE MEDIA KIT

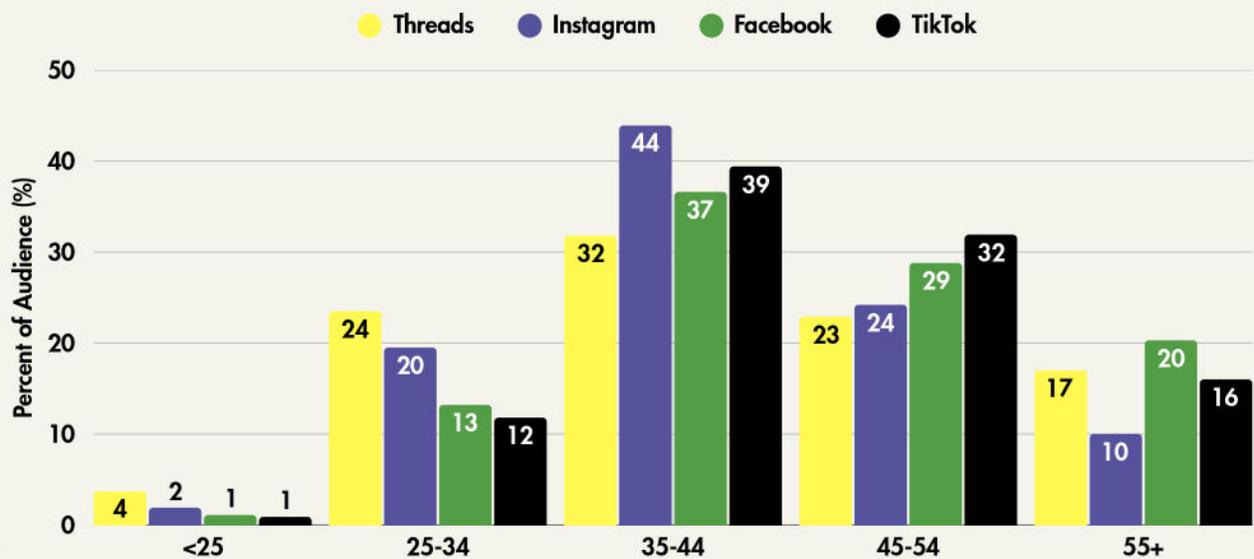
Where life meets money.
Without the grind, the bros, or the bullshit.

www.womenspersonalfinance.org
sales@womenspersonalfinance.org
@womenspf on most platforms

2

Demographic Highlights

Social Platforms: % of Audience by Age Group (August 2025)



- **Gender:** Predominantly female (75-98%); 16% “other” on Threads
- **Age Range:** Majority aged 25-44
 - Slightly older skew on Facebook and Threads.
- **Location:** Primarily U.S.-based (75-89%)
 - **Key Cities:** New York, Los Angeles, Chicago, Seattle, & Portland.



WOMEN'S PERSONAL FINANCE MEDIA KIT

Where life meets money.
Without the grind, the bros, or the bullshit.

www.womenspersonalfinance.org
sales@womenspersonalfinance.org
[@womenspf](https://www.instagram.com/womenspf) on most platforms

Community Values + Achievements

WPF is more than just a financial advice hub. We are a progressive, values-driven space where money meets real life. Our membership values honest discussions about finances, rooted in real experiences, and supported by a diverse, inclusive community.

- **Featured In:** The Cut, Business Insider, The New York Times, Money.com, Forbes, MarketWatch & more.
- **Industry Awards:** Recognized by the Plutus Awards for Best Financial Content for Women. Both Regina and Angela have independently received the Community Builder Award.

Partner with Us

Ready to partner with a dynamic and engaged community? Women's Personal Finance offers unique opportunities to connect with financially conscious, values-driven individuals through tailored sponsorships. Let's discuss how we can collaborate to make an impact!

Contact Us

For partnership or media inquiries, please reach out to Regina Moore at:

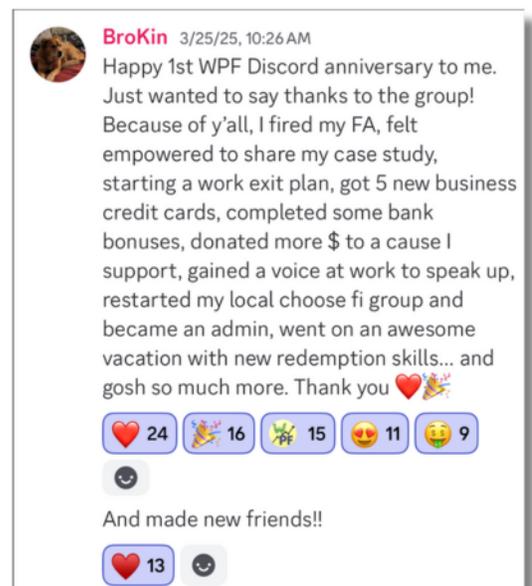
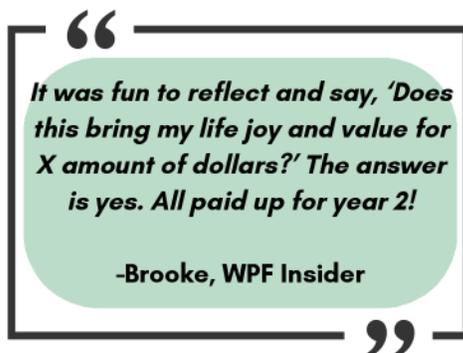
Email: sales@womenspersonalfinance.org

Website: WomensPersonalFinance.org

Quick Links, Newsletter Signup & Socials:

WomensPersonalFinance.org/Socials

@WomensPF on most platforms.



WOMEN'S PERSONAL FINANCE MEDIA KIT

Where life meets money.
Without the grind, the bros, or the bullshit.

www.womenspersonalfinance.org

sales@womenspersonalfinance.org

@womenspf on most platforms