



Female Hosted Podcast  
*Entrepreneur Magazine*



Podcast to Grow Your Business  
*Inc Magazine*



Financial Podcast of the Year  
*Plus Awards*



# SO MONEY

with  
Farnoosh Torabi





# SO MONEY IN A SNAPSHOT

So Money is the world's leading personal finance podcast hosted by money expert and bestselling author Farnoosh Torabi.

Millions of listeners tune in for never-before-told personal money stories and strategies from the world's top business minds, authors, entertainers and influencers.

Enjoy a fresh interview every Monday and Wednesday. On Fridays, tune into a special "Ask Farnoosh" episode for answers to listener's biggest questions about money, career, life – you name it.



## PREVIOUS GUESTS

Tim Gunn

Margaret Cho

Deepak Chopra

Gretchen Rubin

Jillian Michaels

Jim Cramer

Barbara Corcoran

Arianna Huffington

Launched January 2015

10M+ Downloads

203 Countries

Millennials & Gen-Xers

## PARTNERS

**CHASE** 

**AWAY**  **MassMutual**

*charles* SCHWAB **Glossier.**



## YOUR HOST

# FARNOOSH TORABI

Farnoosh Torabi is a celebrated financial expert, hooked on helping individuals live their richest, happiest lives. She is a multiple best-selling author, TV regular and sought-after keynote speaker.

From her early days reporting for Money Magazine to now hosting a Prime time series on CNBC and writing for O, The Oprah Magazine, Farnoosh has become America's go-to money expert and friend.

Social Community



60K

# REACH BY THE NUMBERS



Gen Xers



Millennials



Baby Boomers



Highly Educated  
Earning Master's  
or doctoral degree

## SOCIAL MEDIA & INFLUENCE



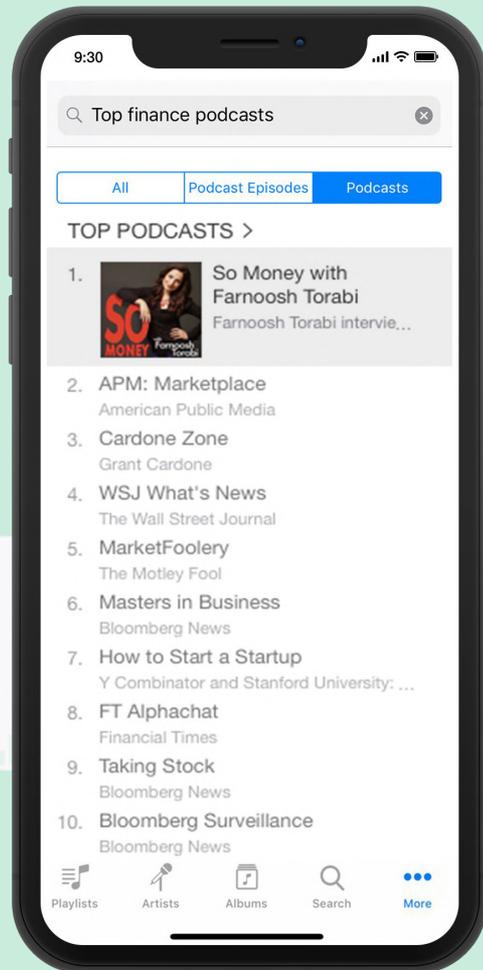
**3 out of 4 discover the show** through social media or web search for top podcasts

67%

**Listen at least 1x per week**



**More than 1/3 purchased a product or service featured on SO MONEY**



# SO MONEY LISTENERS ARE EAGER TO APPROACH FINANCIAL FREEDOM



Say they have a solid financial life and want to level up their finances.



want to save more and get out of debt



Are working on financial goals while managing some debt



For more than a 1/3 of people, their #1 financial goal is to make more money

1 in 5 have no debt and are looking for ways to build wealth

30% of audience earns 100K or more

50% of audience earns 75K or more

# ACCOLADES & AWARDS



Female Hosted Podcast  
*Entrepreneur Magazine*



Podcast to Grow Your Business  
*Inc Magazine*



Financial Podcast of the Year  
*Plutus Awards*

**goop**

"Download So Money immediately. Torabi has built up an arsenal of the smartest advice for what to do with your income, your assets, your investments, your debt, all of it."

**Mic**

"The inspiration, and real talk, will help you succeed."

**Entrepreneur:** "A podcast that will make you richer!"

**Inc.**

"Farnoosh shares valuable insight through her podcast, which features interview with a range of accomplished guests."

**Forbes**

"So Money focuses on helping you a happier, wealthier life."

**WSJ**



**FORTUNE**

Universal



# LISTENERS LOVE SO MONEY

750+ ★★★★★  
REVIEWS

## BE A LUMINARY

*#come sit at our table*



### My Pocket Financial Mentor

★★★★★

This podcast started in 2014 when my husband and I embarked on law school, family and 1 income. It has been the guidance from this podcast that helped us weather all of it plus 7 months unemployment and me going back to college. I'm so grateful for this podcast I wouldn't be as well off as I am today without her. I feel like a financially empowered woman ready to take on everything. Farnoosh is the mentor I needed at just the right time, she's really there for her audience.

### My favorite!

★★★★★

I've listened to A LOT of personal finance podcasts and this one is by far my favorite! I have learned sooo much. Farnoosh talks about a wide range of topics and is constantly adding unique content. She is a really talented interviewer and has such a great personality.

### Thank you for being real

★★★★★

Farnoosh is awesome, authentic and relatable in her delivery. Love listening to her podcast.

### Best personal finance podc...

★★★★★

I love So Money! Farnoosh's interviews with her amazing guests are very insightful and inspiring! She's also very responsive to questions of Instagram and gives great financial advice!

If you want to be inspired to take your personal finances to the next level, this is the podcast for you!

### Love It

★★★★★

Farnoosh is as sharp as ever. Her conversations are full of actionable info for mindset & decisions related to financial well being. - Steven Safak

### Powerful Podcast for Person...

★★★★★

It's been inspiring to 'binge listen' to So Money with Farnoosh Torabi to get powerful tips for personal finance mastery delivered at a quick pace with outstanding guest experts who know their material and speak about it with high energy, passion, and purpose. I love the weaving of personal stories that make both host and guest so relatable, yet credible and of service at the same time. Thank you.

# CELEBS LOVE SO MONEY



Farnoosh is a trained professional journalist, and it shows. Podcast quality can vary widely, and So Money delivers a high quality experience. As a guest, you'll be in good hands. Farnoosh will ensure an interesting and impactful conversation.”

**Dorie Clark,**  
Author of *Reinventing You*  
and *Stand Out*

“Our experience on So Money had a tremendous effect on our blog. Within two weeks, news of the podcast appeared on CNNMoney and Oprah.com. We also made it to the FRONT page of Yahoo! Our So Money appearance helped us far more than any other media appearance.”

**Mr. and Mrs. 1500**



“Our sales spiked to over 600 orders, more than \$23,000 in sales, within just a few hours of my episode on So Money.”

**Amy Lacy,**  
Founder of *Califlour Foods*

## FOR GUESTS, A TIME WELL-SPENT



Not only have I had people at book signings and speaking engagements say, 'I heard you on So Money!', but Farnoosh herself has been a truly wonderful supporter. She's shared my work on her social channels, provided mentorship and always seeks to help promote other women.

**Erin Lowry,**  
Founder of *Broke Millennial*

My interview with Farnoosh directly led to thousands of book sales, multiple other podcast interviews, the opportunity to work with a topnotch talent agent representing my brand, and connections with many other online influencers. This is just the start of the snowball effect from being featured on So Money.”

**Akshay Nanavati,** Author of *Fearvana*



# COLLABORATE WITH FARNOOSH & SO MONEY

## Create rich, branded financial programming

Develop a series of episodes tailored to your organization's message and campaign.

## Join So Money on the road

Partner with So Money, as Farnoosh hosts the podcast in front of lives audiences in the run-up to its 1,000th episode..

## Team up with Farnoosh to host YOUR podcast

Already have a podcast series in the works? Need an experienced host for the show? Look no further.

CHASE

*charles*SCHWAB

∴MassMutual

AWAY

Policygenius

JOIN THE SO MONEY COMMUNITY OF TOP BRANDS

*Glossier.*

WARBY PARKER

*girlboss*

*fabfitfun*

RITUAL

# CONNECT



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