MEDIA KIT · NOV 2026

FINANCE FRAZ

Frazer Grant · @financefraz · UK personal finance creator

> **41 | UK.** Making money less stressful.
> Simple systems. Real life. Calm progress.

9K+
followers across X, Instagram & Facebook

6.5M+
views across X, Instagram & Facebook, last 30 days

1.1M+
views each on two X posts this month

ABOUT FRAZER

- 41-year-old UK dad
- Full-time job + self-employed on the side (content & delivery driving)
- Delivers with Uber Eats, Deliveroo & Just Eat
- Paying his mortgage off early, overpaying via Sprive
- Shares real numbers

CONTENT PILLARS

- Saving & budgeting
- UK banking, savings & regular savers
- Cashback, rewards & referrals
- Investing, ISAs & SIPPs
- Side hustles & delivery driving
- Mortgages & paying off debt
- Consumer finance news
- Dad & family life

PLATFORMS as of 14 Nov 2026

X
@financefraz

4K+
FOLLOWERS

LAST 30 DAYS

Views	**4.3M**
Engagements	**34.7K**
New follows	**561**

Instagram
financefraz · Finance Fraz | UK Money

2.7K
FOLLOWERS

LAST 30 DAYS

Views	**901.3K**
Accounts reached	**100.8K**
New follows	**95** (net)

Facebook
Finance Fraz - UK Money

2.5K
FOLLOWERS

LAST 30 DAYS

Views	**1.3M**
Engagements	**40,459**
New follows	**395**

AUDIENCE & PARTNERSHIPS

WHO'S WATCHING

Instagram

AUDIENCE BY COUNTRY

UK	91.9%
Ireland	0.7%
India	0.8%
Other	6.6%

Facebook

AUDIENCE BY COUNTRY

UK	96.8%
Ireland	0.8%
India	0.5%
Other	1.9%

~92–97%
UK audience

Real numbers
honest, clearly disclosed content

Engaged
gig workers, self-employed, families, homeowners

BRANDS I'VE WORKED WITH

- Childcare Hack
- Vahdam Coffee
- Lightyear
- Sprive

WORK WITH ME

- X posts & threads
- Stories
- Instagram Reels
- UGC
- Carousels
- Affiliate & referral
- Facebook posts
- Honest reviews

Rates on request
Always clearly disclosed #ad

LET'S TALK

Instagram	@financefraz
Facebook	@financefraz
X	@financefraz
Email	finance@frazergrant.com