

ShapeFit.com Overview

ShapeFit.com provides over 10,000 pages of free health and fitness information to help people develop and maintain a healthy lifestyle. Over 1 million visitors use ShapeFit.com every month to access interactive fitness tools to build muscle, burn fat and increase energy levels.



The screenshot shows the ShapeFit.com website interface. At the top, there is a banner for "Be Fit. Natural Health for Better Living." Below this is a navigation bar with the ShapeFit logo and three main goals: "Fuel The Body!", "Build The Muscle!", and "Burn The Fat!". A search bar is located on the left side. The main content area features an article titled "Fitness Questions & Answers - Advice For Building Muscle & Burning Fat". To the left of the article is a sidebar with a search bar and a list of categories: HOME, FITTRACKER, PRODUCTS, EXERCISE, NUTRITION, CARDIO, WEIGHT LOSS, SUCCESS STORIES, and LATEST ARTICLES. Below the sidebar is a "LOSE 10-50 LBS" advertisement. At the bottom of the article, there is a "336x280 Ad" for "Get Your Body Ready for Summer WITH THE FLAT STOMACH PILL".

We feel our advertisers will benefit greatly from marketing its products to our targeted ShapeFit.com audience. Our viewers are health oriented individuals who are interested in getting fit and this is the perfect market to provide exposure for advertisers.

MONTHLY TRAFFIC	
Unique Visitors	1 Million
Page Views Per Month	5 Million
Page Views Per Visit	5.0
Percentage of New Visitors	79.11
Newsletter Subscribers	160,000

FITTRACKER DEMOGRAPHICS	
Total Members	130,000
Male	55%
Female	45%
Ages 20-34	47%
Ages 35-59	23%

New Visitors To ShapeFit.com

With a very high percentage of new visitors coming to ShapeFit.com every day, your product or service will be in front of new eyes all the time. A new visitor is somebody that visits ShapeFit.com for the first time. If this visitor has browsed ShapeFit.com before, the visitor is categorized as a returning visitor.



Advertising Options	Ad Specs	Ad Rates
Leaderboard	728x90	\$3 CPM
Rectangle	336x280	\$3 CPM
Skyscraper	160x600	\$3 CPM
Homepage Ad	750x100	\$100/day
Weekly Newsletter	120x240	\$250/week
FitTracker Ad	336x280	\$3 CPM
Showcase Page	Full Page	\$500/year
Search Results Ad	728x90	\$350/month
Individual Link	Text Link	\$250/month

General Contact Information

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Advertiser Contact Information

Online Advertising Sales

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