

Site Summary

FitDay is a free online diet and weight loss journal. The FitDay journal allows users to track their diet and activities with no guesswork. This lets them take control of their own diet and fitness regimen to achieve their personal fitness goals. With interactive tools to track foods, activities, weight, and goals, as well as a journal and calendar sections, FitDay provides an all-encompassing environment for individuals to get the most out of their personal diet and weight loss programs.

Audience

- Over 4M Registered Members
- 31% male, 69% female
- Actively engaged with site: 41% of users visit the site at least 30 times a month
- 71% have at least one child living at home

Age:	3-17	3%
	18-34	43%
	35-49	34%
	50+	20%

Income:	< \$30K	12%
	\$30K-\$60K	29%
	\$60K-\$100K	35%
	\$100K+	24%

Education:	No College	36%
	College	46%
	Grad School	18%

Our Traffic

- **1.9M** monthly visits
- **33M** page views a month

www.fitday.com



The screenshot shows the FitDay website interface. At the top, there's a navigation menu with options like Home, Foods, Activities, Reports, Weight, Goals, Journal, Calendar, and Help. The main content area is titled 'Foods Eaten Today' and includes a search bar, a 'browse' button, and a table for 'Today's Foods'. To the right, there's a 'Calories Eaten Today' section with a pie chart and a table showing nutrient breakdown (Total, Fat, Sat, Poly, Mono, Carbs, Fiber, Protein, Alcohol). Below this, there are several promotional banners: one for 'Diets Meal Delivery Plan', one for 'Need to lose weight?' with a 'FREE DIET PROFILE' offer, and one for 'THE DAY OFF DIET' with a '\$57.67' price tag. A vertical banner on the right side of the screenshot reads '160x600'. A horizontal banner at the bottom of the screenshot reads '300x250'.

Advertising Opportunities:

- Banner ad sizes 300x250, 160x600 (\$7CPM)
- Section Sponsorships

Contact us:
Stefanie Torrez
Stefanie.Torrez@internetbrands.com
310.280.4170