

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 bar with 'Home', 'Foods', 'Activities', 'Reports', 'Weights', 'Goals', 'Journal', 'Calendar', and 'Help'. The main content area is titled 'Foods Eaten Today' and includes a search bar, a 'browse' dropdown, and buttons for 'add recent' and 'add custom'. 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 is a table for 'Today's Foods' with columns for Food Name, Servings, Serving Size, Cals, Fat, Carb, and Prot. The interface also features several promotional banners: 'Diets Meal Delivery Plan' with a 'Try a Free Week Today!' offer, 'Need to lose weight?' with a 'FREE DIET PROFILE' offer, and 'THE DAY OFF DIET' with a '\$57.67' offer. A vertical banner on the right side says 'Start Losing Weight The EASY Way! LOSE UP TO 20 LBS. IN Just 4 Weeks! 60 DAY'. Dimensions are indicated: 300x250 for the bottom banners and 160x600 for the right-side banner.

Advertising Opportunities:

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

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