



*fit Girls*

**SELF-LOVE  
FIRST, AND  
ALWAYS.  
2016 ❤**

# FIT GIRLS MISSION

We encourage body love, kind self-talk, moderation, and consistency.



# FIT GIRLS BRAND

## **WHO WE ARE:**

A sisterhood of fierce women uplifting and supporting one another.

## **WHAT WE DO:**

Encourage people to be bold, self-loving, and the most playful versions of themselves.

## **WHY IT MATTERS:**

The community provides an atmosphere that transforms individuals from within allowing for a happier and healthier journey.

# F I T G I R L N U M B E R S

(JUNE 2014 - PRESENT)

**567,000**

Books Sold

**2.5 MM**

E-mail Subscribers

**18 MM**

Social Media Followers

**750,000**

Avg. Monthly Unique Visitors

**75,000**

SMS Subscribers

**600,000**

App Installs

# DEMOGRAPHICS

Age

18-24 : **30%** 25-34 : **44%** 35+ : **26%** Median : **27**

Marital Status

Married : **43%** Single : **29%**

College

Undergraduates : **71%**

Household Income

Median : **\$70,000**



# CONTENT

**Music Composition • Photography • Graphic Design  
Illustration • Typography • Videography • Video Design**

# M E R M A I D   5 K

(OCTOBER 1ST 2016)

## DETAILS:

- 1,500+ Participants
- Actual Mermaids
- Dance Parties
- Bubbles & Glitter

## SPONSORSHIP OPPORTUNITIES:

- Race Bibs
- Signage
- Swag Bags
- Native Social Ads

# MARKETING OPPORTUNITY #1

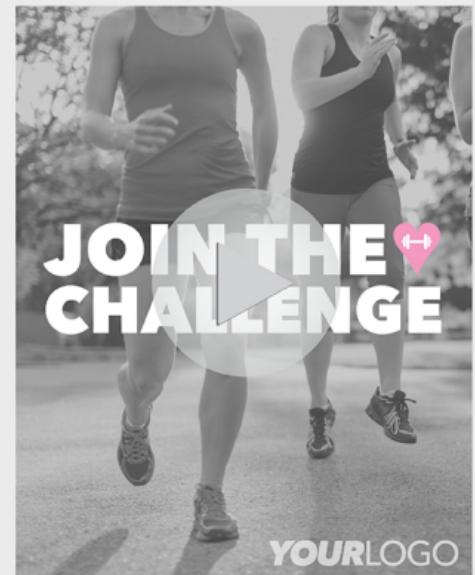
## Details:

- Online Fitness Challenge
- 17,000+ Monthly Participants
- 7MM+ Unique Reach

## How it works:

- Original Content Creation
- Native Branding
- Pay Per Impression

Example Video



# ADDITIONAL OPPORTUNITIES

- WEBSITE BRANDING CPM
- WEBSITE BRANDING CPC
- EMAIL BRANDING
- BRANDED GIVEAWAYS
- NATIVE SOCIAL ADVERTISING
- NATIVE PRODUCT ADVERTISING
- INFLUENCER ADVERTISING



# EXAMPLE AD COPY



# THANK YOU.



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